

Hot Drinks in Asia Pacific

March 2024

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Key findings

REGIONAL OVERVIEW

Asia Pacific has the biggest regional hot drinks market

Consistent 2-3% growth in every year bar pandemic-impacted 2020

Asia Pacific has the biggest tea and other hot drinks markets among the regions

Coffee outpaces tea and other hot drinks in terms of growth in India

Strong other hot drinks growth in Pakistan in 2018-2023

China and India dominate the new sales added in Asia Pacific in 2018-2023

Fruit/herbal tea continues to perform strongly in China

Small local grocers lead retail distribution of hot drinks in Asia Pacific

E-commerce regional share gains grind to a halt in 2023

LEADING COMPANIES AND BRANDS

Very fragmented competitive landscape for hot drinks in China

Emerging domestic brands using TikTok to promote their products in China

Nestlé's leadership is built on a presence across the Asia Pacific region

Nescafé continues to head up the brand rankings

FORECAST PROJECTIONS

Positive growth expected throughout 2023-2028

Health and wellness expected to play an increasing role in hot drinks

COUNTRY SNAPSHOTS

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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