



# Tea Market : Global Industry Key Players, Share, Trend, Growth, Sales, Revenue, Gross Margin, Forecast to 2020

*WiseGuyReports.com adds "Tea Market 2017 Global Analysis, Growth, Trends and Opportunities Research Report Forecasting to 2020" reports to its database.*

PUNE, INDIA, January 11, 2017 /EINPresswire.com/ -- This report considers opportunities for global [tea](#), including hot tea and RTD tea. Combined, tea is the most consumed global beverage in terms of volume. There is growing evidence of value creation in tea, as consumer demand for healthier and natural beverages leads them to opt for versatile tea-based brewed beverages across consumption occasions.

Global Tea: Consumer Trends Converge Around Brewed Beverages global briefing offers an insight into the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on both retail and foodservice.

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Tea is a volume and value growth opportunity in beverages, thanks to its ubiquity in the largest global beverages markets and its versatility as a product – consumed hot or cold, sweet or unsweetened, and as a healthy or indulgent beverage.

## TEA HAS ENTERED AN ERA OF VALUE CREATION

Tea has entered an era of value creation. It has long been considered a low priced commodity (in contrast to coffee and packaged soft drinks), but growth in chilled RTD tea is driving value growth, alongside growth in hot green teas and premium speciality black teas.

## RTD TEA IS GROWING AS A BFY OPTION AND TAKING SHARE FROM CARBONATES

RTD tea has emerged as a better-for-you soft drinks option, consumed for its refreshment, hydration and functional (natural energy) benefits. The US has been a major area of growth, thanks to premium priced single serve teas. Healthier RTD teas are a growth opportunity in China. Flavourful brewed RTD teas are also an area of substantial NPD targeting young consumers.

## HOT TEA MUST FOCUS ON RETAINING YOUNGER CONSUMERS

Hot tea is second only to bottled water in terms of global consumption. Value sales potential is finally being realised with functional, healthier and flavourful tea blends. Maintaining loyalty among young

people (who represent a sizeable portion of the population in the highest per capita tea markets) is crucial.

## OUTSIDE THE OFF-TRADE THERE IS STRONG GROWTH IN FOODSERVICE TEA AND ALTERNATIVE TEA PRODUCTS

Tea is finding ways to develop in non-traditional forms and channels outside the home. Alcoholic drinks and home tea appliances are two opportunities. In addition, chained tea concepts in India, the UAE and other markets are finding success, while tea in US/European foodservice is dependent on entering the menus of mixed operators – from coffee chains to fast food.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hot Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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