

# RTD Tea in Hong Kong, China

April 2024

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## RTD Tea in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Revitalised city and active lifestyles drive sales growth of RTD tea in 2023

Carbonated RTD tea and kombucha gains momentum as Hong Kong embraces healthy and active lifestyles

Vitasoy revitalises brand image and leads RTD tea with refreshing appeal

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