

# **RTD** Tea in China

February 2023

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## RTD Tea in China - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Health concerns lead to a positive performance for reduced sugar RTD tea Coca-Cola's first attempt to launch herbal RTD tea in the Chinese mainland in 2022 E-commerce sees an increase in sales and share in RTD tea

## PROSPECTS AND OPPORTUNITIES

The blurring of the line between RTD tea and low alcohol drinks Specialist tea shops anticipated to enter RTD tea

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