



**Euromonitor
International**

Tea in Hong Kong, China

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Tea in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Building on strong traditions

INDUSTRY PERFORMANCE

Consumer interest in premium, convenient, and health-focused tea

Emphasis on quality, origin and flavour

WHAT'S NEXT?

Tea faces challenges from market saturation and shifting preferences

Functional blends targeting health, merging traditional herbal knowledge with modern wellness trends

Ethical sourcing and innovative packaging

COMPETITIVE LANDSCAPE

Unilever leads with portfolio of well-established tea brands

Twinings growing strongly with premium blends and broad range of speciality teas

CHANNELS

Supermarkets leading in retail distribution

Supermarkets provides extensive branded and private label offer

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Hot Drinks in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Premiumisation supported by demand for health and authenticity

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth across categories

Demand for premium products

WHAT'S NEXT?

Upmarket shift in demand

Consumer health consciousness exerting a growing influence

Search for convenience in the midst of hectic modern lifestyles

COMPETITIVE LANDSCAPE

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E-commerce supports market responsiveness to evolving trends
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