



RTD Tea in Hong Kong, China

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea aligns with prevailing demand trends

INDUSTRY PERFORMANCE

RTD tea grows steadily with health trends
Innovative flavours and premium options

WHAT'S NEXT?

Increased demand for low-sugar, functional RTD teas
Combinations of traditional tea with tropical fruits
Nongfu Spring enters RTD tea in Hong Kong

COMPETITIVE LANDSCAPE

Vitasoy leads RTD tea
Balancing tradition and innovation

CHANNELS

Supermarkets dominates
Convenience stores sees strong growth

CATEGORY DATA

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EXECUTIVE SUMMARY

Demand shaped by health and convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness exerts an influence across categories
Rising health consciousness and changing lifestyles

WHAT'S NEXT?

Innovation and diversification helping to drive sales
Promotional activities and widespread distribution supporting growth

Leading companies well-placed to tap into market potential

COMPETITIVE LANDSCAPE

Swire Coca-Cola Hong Kong leads soft drinks

Vitasoy blends tradition with modern innovation

CHANNELS

Supermarkets remains dominant

Convenience stores expanding rapidly in soft drinks

Foodservice vs retail split

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