

Tea and RTD Tea - US - August 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Dollar sales of tea are projected to reach \$8 billion in 2017. The market has continued steady dollar sales growth, increasing 24% from 2012-17. 79% of US adults drink tea, 60% drink RTD options, and 49% drink bagged/loose-leaf varieties."

- **Beth Bloom,**
Associate Director, US Food and Drink Reports

This report looks at the following areas:

- **Tea and RTD market grows 24% 2012-17; slowdown ahead**
- **Instant tea mixes continue to struggle**
- **Consumers have a fridge-full of options to quench their thirst**

Good news comes from the fact that a higher percentage of drinkers are increasing tea consumption than are decreasing. Strong performance in the canned/bottled RTD segment, which delivers on convenience and variety for time-strapped, thirsty consumers, drives gains. The pace of tea growth is expected to slow amid a non-alcoholic beverage market ripe with stiff competition vying for share of stomach.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Instant tea mixes continue to struggle

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RTD

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