



Euromonitor
International

RTD Tea in Hong Kong, China

November 2025

Table of Contents

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

- Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025
- Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025
- Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
- Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
- Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025
- Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
- Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
- Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
- Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
- Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
- Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
- Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
- Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Hong Kong, China

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtd-tea-in-hong-kong-china/report.