



RTD Tea in China

November 2025

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RTD Tea in China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising consumer interest in RTD tea

INDUSTRY PERFORMANCE

Healthy performance as RTD teas gain visibility in stores

Reduced-sugar RTD tea is sweet spot for consumers

WHAT'S NEXT?

Bright outlook for RTD tea

Flavour diversification will bolster appeal

Functional traits give rise to new variants of RTD tea

COMPETITIVE LANDSCAPE

Master Kong Ice Tea maintains a strong lead

Oriental Leaf pushes into second position with zero sugar variant

CHANNELS

Modern channel is key for RTD tea

Snack discount retailers show remarkable growth

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Soft Drinks in China - Industry Overview

EXECUTIVE SUMMARY

Relatively bright performance for soft drinks

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INDUSTRY PERFORMANCE

Health factors bear heavy influence on soft drinks

Consumers are willing to pay for convenience and instant delivery

Local cultural traditions increasingly shape product developments

WHAT'S NEXT?

Stable outlook for soft drinks

Players will capitalise on more discerning tastes
High growth of reduced-sugar RTD tea will continue

COMPETITIVE LANDSCAPE

Nongfu Spring Co Ltd strengthens position with growth in RTD tea
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