

# A YEAR OF INNOVATION IN TEA, MALT AND OTHER HOT DRINKS, 2024

Tea brands continue to focus on consumers' health needs, while ethical production, flavours and convenient formats continue to drive innovation.



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# Report Content

- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: brands are expanding their green tea offerings

- Consumers are keen to explore the variety of green teas on offer
- Matcha and sencha teas are making inroads into green tea launches in Europe
  - Graph 1: launches of tea with green tea as an ingredient, by share of ingredient, 2019-24
- Green tea brands are tapping into consumer interest in more exotic green tea varieties

### Europe: tea brands drum up excitement with flavour innovation

- Consumers are keen to see new flavours from their favourite tea brands
- Lemon and ginger feature prominently in tea launches
- Brands put a fresh twist on tea flavours

### The Middle East & Africa (MEA)

- Tea brands highlight functional benefits

## ASIA PACIFIC (APAC)

### Asia: RTD tea brands strive to reduce sugar content

- Many consumers in Asia deem sugar an unwelcome ingredient in RTD tea
- Sugar-free claims grow in RTD tea launches in Asia
  - Graph 2: RTD (iced) tea launches, by share of sugar claims, 2019-24
- RTD tea brands flag up sugar-free recipes

### Asia: tea brands are responding to the convenience needs of time-pressed consumers

- Consumers are looking for shortcuts to making their favourite brew
- Loose tea launches are steadily declining in favour of more convenient formats
  - Graph 3: tea launches, by share of format, 2019-24
- Quick-to-prepare formats cater to the health, dietary and convenience needs of consumers

### Australia & New Zealand

- Tea brands are doubling down on removing nasties

## THE AMERICAS

### North America: functionality remains a key theme in tea innovation

- Consumers turn to tea for its functional benefits
- Antioxidant claims lead functional tea and malt and other hot drink launches
  - Graph 4: tea, RTD tea and malt & other hot drink launches, by top five functional claims, 2023-24
- Tea brands highlight functional benefits

### North America: tea brands are responding to ethical concerns

- Consumers care about how their tea is grown and processed
- Brands are responding to consumer demand for ethical tea
  - Graph 5: tea launches, by share of select claims, 2019-24
- Brands are sourcing ingredients from sustainable and fair trade farms

### Latin America

- Consumers are keen to get a better night's sleep
- Chamomile and lemongrass feature in tea launches that aid stress relief and sleep

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