ON-PREMISE TEA AND DAIRY DRINK – CHINA – 2024

The leading brands in the on-premise tea and dairy drink market have sized up, and a competitive landscape made up of one superpower challenged by multiple great powers is taking shape. The rise of segments such as 'light tea', yogurt drinks and coconut drinks has added to the boom, but also intensified competition.

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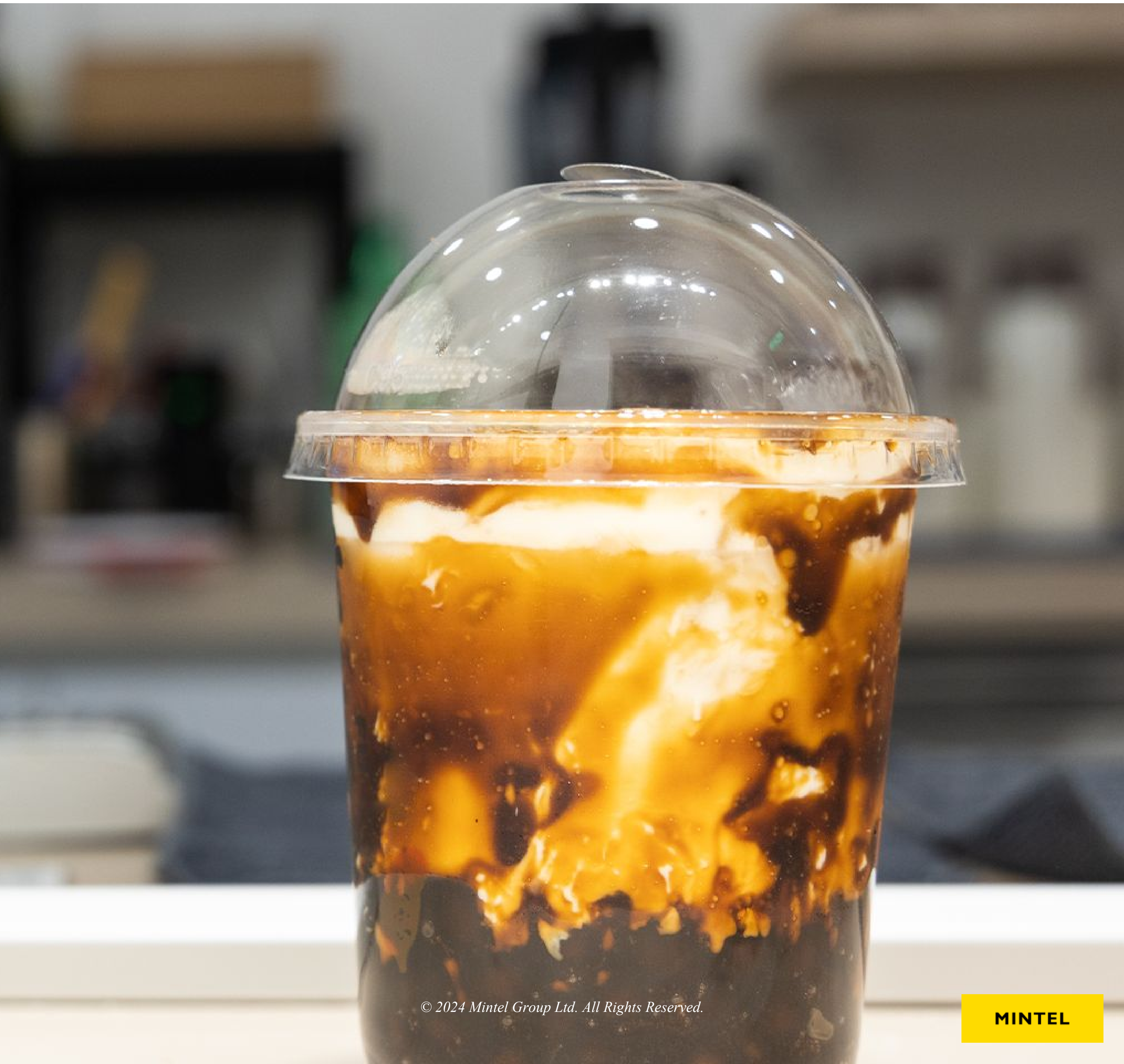

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Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Definition
- What you need to know

The market

- The on-premise tea and dairy drink category will maintain its momentum amid the recovery in foodservice
- Market factors

Companies and brands

- Brand concentration is increasing, with leading brands growing to considerable sizes
- Marketing activities
- New product trends
- Examples of products that reflect these trends

The consumer

- More consumers prefer freshly squeezed juice and yogurt drinks
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  - Graph 6: co-branding interest, 2023 and 2024
- Four major groups of tea consumers

Issues and insights

What we think

THE MARKET

Market size and forecast

- After a year of recovery, future growth prospects remain positive

Market factors

- The foodservice industry recovers and eating out continues to grow
- Diversified tea base ranges provide inspiration for product innovation, while official certifications ensure product quality
- On-premise tea and dairy drink brands size up by franchising and building supply chains
- On-premise tea and dairy drink brands are going global to accelerate growth
- Dairy brands join the fray
- On-premise tea and dairy drink brands can leverage their management systems to sprint ahead

COMPANIES AND BRANDS

Market share

- Market concentration is growing, with a landscape dominated by one superpower and challenged by multiple great powers beginning to form

Marketing activities

- Inviting consumers to co-create products deepens engagement
- Harnessing the power of celebrity to further strengthen brands' leading positions
- Film, esports, animation… co-branding activities proliferate
- Emphasising the 'handcrafted' concept to enhance the consumer experience

New product trends

- Evolution of tea bases, fruit and dairy
- Display 'nutritional choice' labels to reinforce consumers' impression of a focus on nutrition
- Yogurt base drinks are gradually broadening into an emerging segment
- Coconut elements are gaining traction in on-premise tea and dairy drink products
- Create tasting buzz with 'limited-region' launches

THE CONSUMER

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APPENDIX – MARKET SIZE AND FORECAST, RESEARCH METHODOLOGY AND ABBREVIATIONS

- Market size and forecast
- Methodology
- Abbreviations and definitions

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