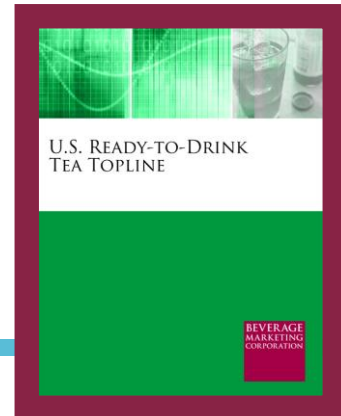


# U.S. READY-TO-DRINK TEA TOPLINE

2023 EDITION (Published December 2023. Data through 2022, preliminary 2023 figures and forecasts through 2027.) More than 25 pages, with text analysis, graphs and charts.



The *U.S. Ready-to-Drink Tea Topline* report from Beverage Marketing Corporation provides a data overview of the ready-to-drink tea category with key data and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a birds-eye view of the ready-to-drink tea sector. Also includes an executive summary of key trends including discussion of the impact of the coronavirus pandemic.

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## INSIDE:

### REPORT OVERVIEW

A brief discussion of key features of this report. **2**

### TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

### SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **7**



**HAVE  
QUESTIONS?**

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## THE ANSWERS YOU NEED

*U.S. Ready-to-Drink Tea Topline* offers a data overview of the overall market. Questions answered include:

- How is tea volume divided among RTD tea, tea bags, tea mixes/powders, tea capsules and loose tea? How have these segments performed in the first half of 2023?
- How has the RTD tea market fared in terms of volume and wholesale dollar sales? What are the projections to 2027?
- Which are the leading RTD tea brands in terms of advertising expenditures?
- What are the imports of black versus green tea into the United States?

## THIS REPORT FEATURES

This topline report contains key information and identifies important trends concerning the U.S. RTD tea market. It features category volume, wholesale dollar sales and per capita consumption data, overall tea market volume and five-year projections.



# U.S. READY-TO-DRINK TEA TOPLINE

**BEVERAGE  
MARKETING  
CORPORATION**

# U.S. Ready-to-Drink Tea Topline

December 2023

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RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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# Contents

## Table of Contents

---

**TABLE OF CONTENTS**

TABLE OF CONTENTS ----- i

**Summary**

**U.S. READY-TO-DRINK TEA TOPLINE**

The U.S. Retail Tea Market ----- 1

- Overview ----- 1
- Volume ----- 2
- Per Capita Consumption----- 7
- Quarterly Growth Trends----- 7

Trends in the Ready-to-Drink Tea Segment ----- 8

- Overview ----- 8
- Wholesale Dollar and Case Volume----- 11
- RTD Tea Pricing----- 11
- Retail Dollar Sales ----- 12
- RTD Tea Quarterly Growth Trends----- 13
- Per Capita RTD Tea Consumption ----- 13

**Exhibits**

1 U.S. Tea Market Estimated Consumption by Segment 2017 – 2027 ----- 15

2 U.S. Tea Market Share of Consumption by Segment 2017 – 2027 ----- 16

3 U.S. Tea Market Change in Consumption by Segment 2018 – 2027 ----- 17

4 U.S. Tea Market Per Capita Consumption by Segment 2017 – 2027 ----- 18

5 U.S. Tea Market Estimated Consumption by Segment Q1, Q2 and First Half 2023---- 19

6 U.S. Tea Market Share of Consumption by Segment Q1, Q2 and First Half 2023 ----- 20

7 U.S. Tea Market Change in Consumption by Segment Q1, Q2 and First Half 2023---- 21

8 The National RTD Tea Market Wholesale Dollars and Case Volume 1988 – 2027 ----- 22

9 The National RTD Tea Market Wholesale Dollar and Case Volume Growth  
1989 – 2027 ----- 23

10 The National RTD Tea Market Estimated Volume and Growth Q1, Q2 and  
First Half 2023 ----- 24

11 The National RTD Tea Market Per Capita Consumption 1988 – 2027 ----- 25

12 Dry Tea Volume by Distribution Channel 2017 – 2027----- 26

13 Dry Tea Share of Volume by Distribution Channel 2017 – 2027----- 27

14 Ready-to-Drink Tea Advertising Expenditures 2017 – 2022 ----- 28

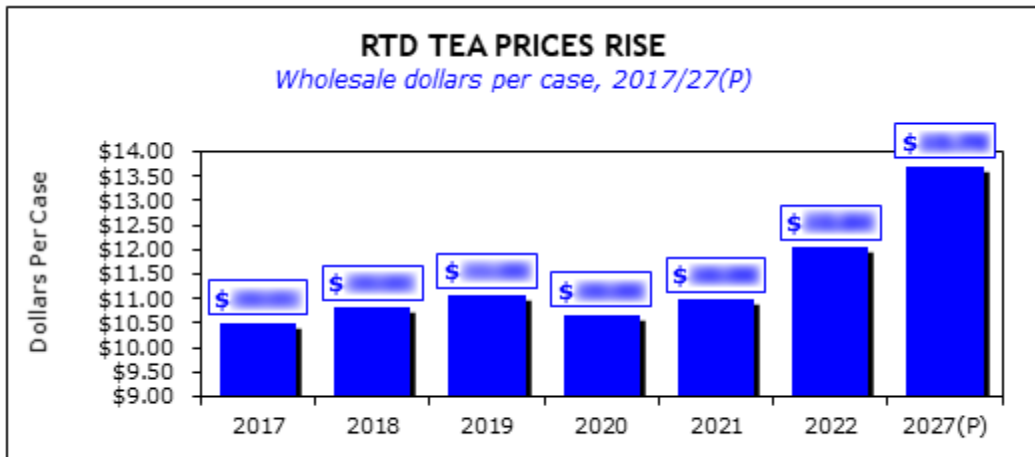
15 U.S. Tea Market Imports (Metric Tons) by Tea Type 2017 – 2022 ----- 29

A negative factor affecting the tea market is the fact that brewed tea is difficult to prepare. This has been counteracted partially by the growing messages about tea's health benefits and the clever lifestyle positioning carved out by certain entities.

- Loose tea and tea bags have the disadvantage of being perceived as "messy." And consumers have opted in recent years for the convenience and portability of RTD teas.
- Another complaint is that creating fresh-brewed iced tea from tea bags requires too much time for the boiling and cool-down routine. Lipton tried to address this by introducing its "five-minute" Cold Brew.
- Loose tea, perhaps the messiest and most difficult type to prepare, has generally grown, albeit slowly. Brewing tea well is not easy, which makes loose tea the province of connoisseurs who know what to do with tea leaves.
- The trend towards convenience also benefited tea pods, which primarily sourced volume from tea bags in spite of a much higher unit price. But the segment has headed in the wrong direction since 2014.

On the other hand, a small portion of the population has taken to drinking more exotic varieties of teas, including bags and loose tea.

- The specialty tea segment appeals to certain members of the population who are looking for healthful products as part of a genteel lifestyle. While volume is relatively low compared to mainstream tea products, they have helped to subsidize volume levels in the tea market.
- The health message of tea has brought in consumers who might otherwise not be inclined to drink the beverage. The more open-minded of these consumers have come to recognize that there are many varieties of tea and that finding one suited to one's individual taste is not so far-fetched.
- So while loose tea is not a big player at all in supermarkets, it is used by fine tea salons and sold by specialty tea stores. There are various e-commerce sites selling premium loose teas as well.



(P) Projected

Source: Beverage Marketing Corporation

Exhibit 3

### U.S. TEA MARKET CHANGE IN CONSUMPTION BY SEGMENT 2018 – 2027(P)

Segment	CAGR						
	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23(p)	2022/27(P)
RTD Tea	5%	5%	5%	5%	5%	5%	5%
Tea Bags	5%	5%	5%	5%	5%	5%	5%
Iced Tea Mix	5%	5%	5%	5%	5%	5%	5%
Loose Tea	5%	5%	5%	5%	5%	5%	5%
Tea Pods	5%	5%	5%	5%	5%	5%	5%
<b>TOTAL</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>

(p) Preliminary; (P) Projected

Note: Does not include institutional tea sales.

CAGR: Compound annual growth rate.

Source: Beverage Marketing Corporation