Description: Tea and Ready-to-Drink Tea in the U.S.: Retail and Foodservice, 5th Edition

What lies ahead for the tea and ready-to-drink tea market? Reading the leaves, so to speak, Packaged Facts sees a mixed future: a stagnant market for certain products and channels, with growth opportunities emerging in niche and nontraditional channels.

According to Tea and Ready-to-Drink Tea in the U.S.: Retail and Foodservice, 5th Edition, sales of tea will reach $25 billion in 2014, divided between $6.2 billion (or 25%) from retail sales and $18.8 billion from foodservice sales.

Retail sales trends from 2012-2013 suggest both challenges and successes for the U.S. tea market. Bottled and canned tea sales are flat; instant tea mix is a becoming a losing proposition. But packaged retail tea marketers can still find pockets of opportunity, such by making tea drinking a bit more “manly” to looking for ways to personalize tea drinking. And marketers can continue to innovate by supporting premiumization, incorporating unique ingredients, and experimenting with form. But bagged/loose tea participants beware: single-cup tea, from marketers such as Green Mountain, is ready to capture market share.

Tea sales through foodservice look brighter: Packaged Facts expects revenue to grow steadily during 2014-2016, driven by modest growth in foodservice establishment visits, tea menu item and tea room establishment expansion, and pricing power. Growth drivers include iced tea, as well as niche beverages such as chai tea, which has seen the most growth in usage on restaurant menus from 2009-2013. Quick-service establishments can do a better job in making tea a draw for customers.

Tea and Ready-to-Drink Tea in the U.S.: Retail and Foodservice, 5th Edition analyzes the industry and consumer trends shaping this highly competitive environment. The report does the following:

Addresses retail tea category innovation, including premium characteristics, ingredients, and new beverage formats.

Identifies key marketing opportunities for tea, supported by consumer survey data, product examples and other metrics. In particular, we focus on families, men, healthfulness and customization, single-cup brewing, and all-in-one brewing.

Assesses how foodservice operators are capitalizing on “hot” trends; penetration and penetration growth of hot and iced tea types on quick-service, family-midscale, casual and fine dining menus; retail brand penetration in foodservice menus; and trend spotting.

Assesses household and personal tea usage and usage frequency trends, including bagged, loose, RTD and instant tea; household and personal tea brand usage and trends, including bagged, loose, RTD and instant tea.

Assesses the degree to which consumers get different tea types for home use from different retail distribution channels; similarly, we assess the degree they get tea for immediate consumption from a variety of foodservice channels. Comparative analysis is included.

Provides comparative analysis regarding the degree to which consumers drink different flavors and types of tea at home and at restaurants, as well as identifying which tea types/flavors consumers drink most often.

Assesses the relative importance consumers place on factors such as taste, getting a specific brand, low price, and time of day when deciding to order tea at a restaurant.

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