Global RTD Tea and Coffee Market 2015-2019

Description: Overview of the global RTD tea and coffee market

The research analyst predicts the global ready-to-drink (RTD) tea and coffee market to grow steadily at a rate of 5% during the forecast period. The increasing health concerns among the consumers is driving the demand for RTD tea and coffee. According to the WHO, more than 1.9 billion adults around the world are overweight and of these 660 million were obese. RTD tea is preferred by health-conscious consumers due to its anti-oxidant property whereas RTD coffee is preferred by consumers looking for instant energy.

The rising cafe culture among the urban youth population has also been contributing to the growth of the RTD tea and coffee market. Leading caf chains such as Starbucks, Costa Coffee, and Barista are expanding in the emerging economies and boosting the sales of RTD tea and coffee products. For instance, Costa Coffee opened 76 new outlets in Britain during 2014 and registered around 7% increase in its sales by the end of the year.

Segmentation by type and analysis of the global RTD tea and coffee market

RTD tea
RTD coffee

RTD tea dominated the market with a market share of 76% during 2014. This research report predicts the RTD tea segment to retain its leadership during the forecast period. RTD tea is more preferred by the health-conscious consumers due to its anti-oxidant properties and low-calorie content.

Geographical segmentation and analysis of the global RTD tea and coffee market

Americas
APAC
Europe
MEA

The analysts expect APAC to dominate the global RTD tea and coffee market with a growth rate of 6% during the forecast period. The massive urbanization, rising disposable income, and the growing caf culture have been contributing to the growth of the market.

Competitive landscape and key vendors

The global RTD tea and coffee market is highly competitive and dominated by few multinational beverage companies. The report predicts this market to witness new product launches and price wars during the forecast period.

The leading vendors in the market are -

Coca-Cola
JBD Group
Ting Hsin
Unilever
Uni-President

Other prominent vendors in the market include Amul, Argo Tea, Arizona, Asahi, Britvic Soft Drinks, Dr Pepper Snapple, F&N Foods, Haelssen & Lyon, Hangzhou Wahaha, HeySong, Ito En, Kirin Beverage, Malaysia Dairy, Marley’s Mellow Mood, Nongfu Spring, Pepsico, Pokka Sapporo Food and Beverage, Suntory, Sweet Leaf Tea, Tai Sun, Tan Hiep Phat, Trade Winds, Vitalon, and Xing Tea.

Key questions answered in the report include

What will the market size and the growth rate be in 2019
What are the key factors driving the global RTD tea and coffee market
What are the Key market trends impacting the growth of the RTD tea and coffee market
What are the challenges to market growth
Who are the key vendors in this market space
What are the market opportunities and threats faced by the vendors in the global RTD tea and coffee market
Trending factors influencing the market shares of the America, APAC, Europe, and MEA
What are the key outcomes of the five forces analysis of the RTD tea and coffee market

Related reports:
Hot Drinks Market in APAC 2015-2019
Green Tea Market: Vendor Landscape, Strategies, and Forecast 2015-2019
Coffee Market in Brazil 2015-2019
Global Instant Coffee Market 2015-2019
Hot Drinks Market in the US 2015-2019

Contents:
Table of Contents

PART 01: Executive summary
   Highlights

PART 02: Scope of the report
   Market overview
   Top-vendor offerings

PART 03: Market research methodology
   Research methodology
   Economic indicators

PART 04: Introduction
   Key market highlights

PART 05: Market landscape
   Market overview
   Market size and forecast by revenue
   Market size and forecast by volume
   Five forces analysis

PART 06: Market segmentation by type

PART 07: Market segmentation by distribution channel

PART 08: Market segmentation by packaging

PART 09: Geographical segmentation
   RTD tea and coffee market in APAC
   RTD tea and coffee market in Americas
   RTD tea and coffee market in Europe
   RTD tea and coffee market in MEA

PART 10: Key leading countries
   Japan
   China
   US

PART 11: Market drivers

PART 12: Impact of drivers

PART 13: Market challenges

PART 14: Impact of drivers and challenges
PART 15: Market trends

PART 16: Vendor landscape
  Competitive scenario
  Market share analysis 2014
  Other prominent vendors

PART 17: Key vendor analysis
  Coca-Cola
  JDB Group
  Tingyi
  Unilever
  Uni-President Enterprises
  Otsuka Pharmaceuticals

PART 18: Appendix
  List of abbreviation

PART 19: About the Author

List of Exhibits
  Exhibit 01: Product offerings
  Exhibit 02: Comparison between global soft drinks and global RTD tea and coffee
  Exhibit 03: Global RTD tea and coffee market ($ billions)
  Exhibit 04: Global RTD tea and coffee market (billion liters)
  Exhibit 05: Five forces analysis
  Exhibit 06: Segmentation of RTD tea and coffee market by revenue 2014-2019
  Exhibit 07: Global RTD tea market by revenue 2014-2019
  Exhibit 08: Global RTD coffee market by revenue 2014-2019
  Exhibit 09: Global RTD tea and coffee market by distribution channel 2014
  Exhibit 10: Off-trade sales of RTD tea and coffee globally 2015
  Exhibit 11: Global RTD tea and coffee market by packaging 2014
  Exhibit 12: Global RTD tea and coffee market by geography (revenue) 2014-2019
  Exhibit 13: RTD tea and coffee market in APAC ($ billions)
  Exhibit 14: RTD tea and coffee market in Americas ($ billions)
  Exhibit 15: RTD tea and coffee market in Europe ($ billions)
  Exhibit 16: RTD tea and coffee market in MEA ($ millions)
  Exhibit 17: Key leading countries
  Exhibit 18: Classification of world population
  Exhibit 19: Impact of drivers
  Exhibit 20: Impact of drivers and challenges
  Exhibit 21: Coca-Cola: Business segmentation
  Exhibit 22: Coca-Cola: Business segmentation by revenue 2014
  Exhibit 23: Coca-Cola: Business segmentation by revenue 2013 and 2014 ($ billions)
  Exhibit 24: Coca-Cola: Geographical segmentation by revenue 2014
  Exhibit 25: JDB Group: Product segmentation
  Exhibit 26: Tingyi: Business segmentation by revenue 2014
  Exhibit 27: Tingyi: Business segmentation by revenue 2013 and 2014 ($ billions)
  Exhibit 28: Unilever: Business/product segmentation by revenue 2014
  Exhibit 29: Unilever: Business segmentation by revenue 2013 and 2014
  Exhibit 30: Uni-President Enterprises: Product segmentation
  Exhibit 31: Uni-President Enterprises: Business segmentation by revenue 2014
  Exhibit 32: Uni-President Enterprises: Business segmentation by revenue 2013 and 2014 ($ billions)
  Exhibit 33: Uni-President Enterprises: Geographical segmentation by revenue 2014
  Exhibit 34: Otsuka Pharmaceuticals: Business segmentation by revenue 2014
  Exhibit 35: Otsuka Pharmaceuticals: Geographical Segmentation by Revenue 2014

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