Ready-To-Drink Tea

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Today’s Consumers Want Healthy, Flavorful And Comforting Tea

RTD Tea segment has reached to more than $2 billion and grew at +19.2% from 2009 to 2011

- Consumers are “getting away from the idea that tea is something from your grandmother’s cupboard. It’s something cool, it’s hip, it’s chic”
  
  George Jage, President of World Trade Tea

- “Tea offers a healthy solution and RTD Tea is a convenient format”

  Euromonitor International

- RTD Tea attracts consumers with its pro-health attributes
  - 59% of all RTD Tea buyers look for all-natural products
  - 45% look for organic products
  - 49% look for diet version

- Consumers are moving towards
  - Antioxidant-rich varieties; superfruits are added to enhance health benefits of tea
  - All-natural sweeteners; Stevia, raw sugar, cane sugar and honey are increasingly used in RTD Teas
  - Quality teas; consumers are becoming more educated about teas and want to improve their palates

- Home is the top location to consume tea plus with the economic downturn, consumers opt for family-size packaging as well as multi-packs
To Stay Ahead Of The Curve…

Differentiation is key

- Focus on Health and Wellness by using functional ingredients and offering low/no sugar products
- Underscore the experiential side with brewed authentic taste and exotic teas
- Go Natural and Organic with products that carry benefits of natural and organic ingredients
- Think about Fair Trade as consumers become more conscious of social movements and seek socially responsible products

Source: Mintel, Beverage Industry, World Trade Tea, Euromonitor International