



# Tea in Hong Kong, China

February 2026

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## Tea in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Building on strong traditions

#### INDUSTRY PERFORMANCE

Consumer interest in premium, convenient, and health-focused tea

Emphasis on quality, origin and flavour

#### WHAT'S NEXT?

Tea faces challenges from market saturation and shifting preferences

Functional blends targeting health, merging traditional herbal knowledge with modern wellness trends

Ethical sourcing and innovative packaging

#### COMPETITIVE LANDSCAPE

Unilever leads with portfolio of well-established tea brands

Twinings growing strongly with premium blends and broad range of speciality teas

#### CHANNELS

Supermarkets leading in retail distribution

Supermarkets provides extensive branded and private label offer

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Premiumisation supported by demand for health and authenticity

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Demand for premium products

#### WHAT'S NEXT?

Upmarket shift in demand

Consumer health consciousness exerting a growing influence

Search for convenience in the midst of hectic modern lifestyles

#### COMPETITIVE LANDSCAPE

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