



RTD Tea in Hong Kong, China

November 2025

Table of Contents

RTD Tea in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea aligns with prevailing demand trends

INDUSTRY PERFORMANCE

RTD tea grows steadily with health trends

Innovative flavours and premium options

WHAT'S NEXT?

Increased demand for low-sugar, functional RTD teas

Combinations of traditional tea with tropical fruits

Nongfu Spring enters RTD tea in Hong Kong

COMPETITIVE LANDSCAPE

Vitasoy leads RTD tea

Balancing tradition and innovation

CHANNELS

Supermarkets dominates

Convenience stores sees strong growth

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

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[Soft Drinks in Hong Kong, China - Industry Overview](#)

EXECUTIVE SUMMARY

Demand shaped by health and convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness exerts an influence across categories

Rising health consciousness and changing lifestyles

WHAT'S NEXT?

Innovation and diversification helping to drive sales

Promotional activities and widespread distribution supporting growth

Leading companies well-placed to tap into market potential

COMPETITIVE LANDSCAPE

Swire Coca-Cola Hong Kong leads soft drinks
Vitasoy blends tradition with modern innovation

CHANNELS

Supermarkets remains dominant
Convenience stores expanding rapidly in soft drinks
Foodservice vs retail split

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Hong Kong, China

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SOURCES

Summary 1 - Research Sources

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