

## Tea: Spotlight on Bagged/Looseleaf Tea - US - August 2016

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"Strong year-over-year growth continues for tea, despite struggles in dollar sales from brewed tea (bagged, loose leaf, and single cup teas) as the segment faces greater innovation within the RTD tea space, longer purchase cycles, and sales loss from leading bagged tea companies. Total category sales are expected to continue upward as consumers search for functional, healthful drinks."  
- Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- Bagged/loose leaf tea sales decline
- Tea remains second to coffee consumption
- High bagged tea consumption rates do not translate to sales gains
- Need to expand usage occasions among US drinkers

This Report covers the retail market for tea purchased for at-home or on-the-go consumption. For the purposes of this Report, Mintel has used the following definitions:

- Canned/bottled RTD tea – shelf-stable RTD teas in single-serve and multi-serve sizes
- Refrigerated tea – fresh brewed tea requiring refrigeration or teas sold in the refrigerated or chilled areas at retail in single-serve or multi-serve sizes. This includes kombucha; however, sales are too small to reflect any effect on the category
- Bagged, loose leaf, and single-cup teas, including black, white, green, and fruit/herbal teas - bagged may be single-cup or multi-cup sizes. Powdered teas do not refer to instant mixes or crystalized teas or powders, but rather powdered tea leaves that are brewed and ingested (eg matcha).

The Report references "brewed teas" to classify the bundled segments of bagged, loose leaf, powdered, and/or single-cup teas, which require brewing at home.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Sugar, lemon, honey leading brewed tea additions

One third believe in brewed teas' long term, therapeutic health benefits

Brand more important than natural, organic claims

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