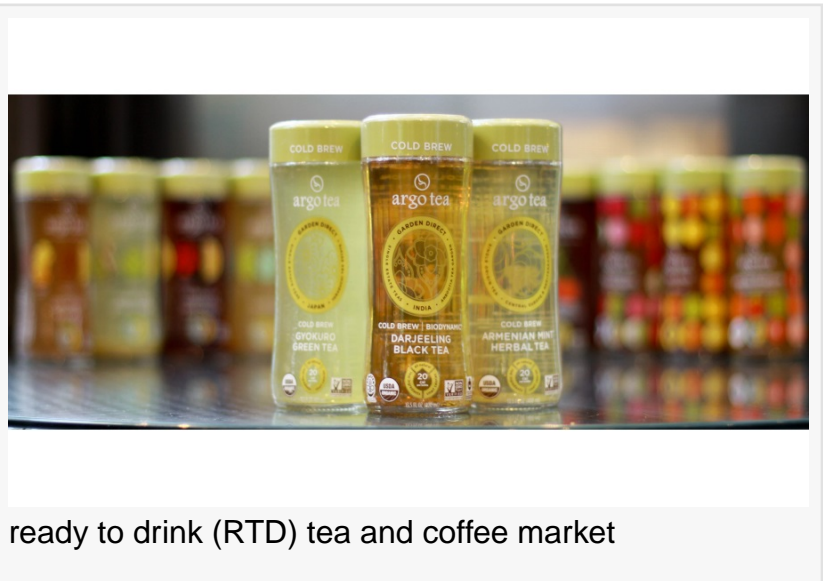


# Rising Healthcare Consciousness among the Population to Impel the Growth of Ready to Drink Tea and Coffee Market

*Hectic pace of today's modern lifestyle is very disadvantageous to our health as it badly affects our dietary habits.*

BROOKLYN, NEW YORK, UNITED STATES, December 21, 2017

[EINPresswire.com/](http://EINPresswire.com/) -- The global ready to drink (RTD) tea and coffee market is segmented into type such as fruit tea, black tea, herbal-based tea and green tea. Among these segments, ready to drink (RTD) fruit tea segment is expected to occupy top position in overall ready to drink (RTD) tea and coffee market during the forecast period. Wide range of products in ready to drink fruit tea is believed to trigger the growth of the ready to drink (RTD) fruit market. Moreover, technological innovations such as taste enhancement are expected to uplift the consumption of the ready to drink (RTD) fruit tea market.



ready to drink (RTD) tea and coffee market

Global ready to drink (RTD) tea and coffee market is expected to flourish at a significant CAGR of 5.3% during the forecast period. Moreover, [the global ready to drink \(RTD\) tea and coffee consumption](#) is expected to reach 50 Billion liters by the end of 2021. Factors such as rapid urbanization, increasing awareness about the healthcare benefits and rising disposable income are expected to trigger the growth of the ready to drink (RTD) tea and coffee market. Moreover, continuous development and introduction of new products into the market is anticipated to impel the growth of the ready to drink (RTD) tea and coffee market during the forecast period.

Ready to Drink (RTD) Tea and Coffee Market

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Asia Pacific occupied the largest market share in overall ready to drink (RTD) tea and coffee market in 2015. Furthermore, Asia Pacific is expected to continue its dominance during the forecast period. High adoption rate of green tea in Japan and growing café culture in the region are expected to boost the growth of the Asia Pacific ready to drink (RTD) tea and coffee market. Moreover, increasing penetration of big brands in the region is likely to strengthen the market of ready to drink (RTD) tea and coffee market. North America is projected to witness significant growth in the demand for ready to drink (RTD) tea and coffee market over the forecast period. This can be attributed to increasing health consciousness among youth population in the region. Also, growing popularity of tea in Canada is expected to impel the growth of the market.

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## [Growing Health Consciousness among Youths](#)

Increasing health consciousness among youths is believed to trigger the growth of the ready to drink (RTD) tea and coffee market. Apart from this, rising awareness about the healthcare benefits is driving the growth of the global ready to drink (RTD) tea and coffee market during the forecast period.

### Technological Enhancements

Recent enhancements and developments in RTD tea such as improvisation in tea taste are anticipated to swell the demand for RTD tea and coffee during the forecast period. Moreover, continuous development of new RTD tea products such as development of strong infused RTD tea made of herbs, spices and fruits are likely to accelerate the growth of the RTD tea and coffee market.

Although, high preferences for hot tea in India, China & Japan and increasing adoption of alternative and cheaper beverages such as still bottled water are some of the factors is likely to dampen the growth of ready to drink (RTD) tea and coffee market during the forecast period.

The report titled "Ready to drink (RTD) tea and coffee Market: Global Demand Analysis & Opportunity Outlook 2021" delivers detailed [overview of the global ready to drink \(RTD\) tea and coffee market](#) in terms of market segmentation by additives, by packaging, by type and by region.

Further, for the in-depth analysis, the report encompasses the industry growth drivers, restraints, supply and demand risk, market attractiveness, BPS analysis and Porter's five force model.

This report also provides the existing competitive scenario of some of the key players of the global ready to drink (RTD) tea and coffee market which includes company profiling of The Coca-Cola Company, Ting Hsin, Uni-President Enterprises Corporation, Unilever, JBD Group, San Benedetto, Ferolito, Vultaggio & Sons, Nestlé S.A., AriZona Beverage Co LLC and Pepsico Inc. The profiling unfolds key information of the companies which encompasses business overview, products and services, key financials and recent news and developments. On the whole, the report depicts detailed overview of the Global ready to drink (RTD) tea and coffee market that will help industry consultants, equipment manufacturers, existing players searching for expansion opportunities, new players searching possibilities and other stakeholders to align their market centric strategies according to the ongoing and expected trends in the future.

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