



Beverages – Tea

Consumer purchase motivations are changing

Taste is still king, but consumers now actively look to optimally balance great taste with healthfulness, and other attributes, aligned with their lifestyle goals. Attributes that have the greatest impact on food & beverage purchases:¹



Taste



Healthfulness

The sugar content in RTD Tea appears to be a significant growth prohibitor

While ready-to-drink (RTD) tea is generally viewed favorably compared to soda, a significant segment of drinkers believe sugar content is too high. RTD tea drinkers stated they agree with the following:²

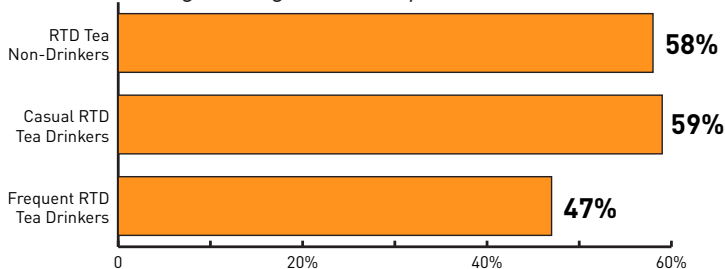
57% “Tea is a good soda substitute”

26% “Most tea is too high in sugar”

23% “RTD tea is ‘healthy’”

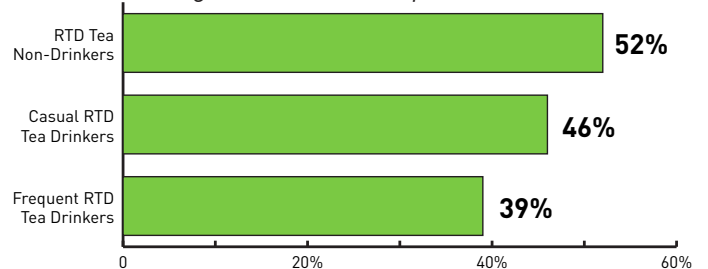
A significant segment of all RTD Tea target consumer groups plan to reduce future sugar intake³

Planned Change in Sugar Consumption, Next 12 Months



Frequent RTD Tea drinkers would also likely be excited to find fiber benefits in their RTD Tea³

Planned Change in Fiber Consumption, Next 12 Months



Source: 1) International Food Information Council Foundation, 2019 Food & Health Survey, 2019. 2) Mintel Tea and RTD Tea Report, August 2019. 3) Tate & Lyle Primary Research, 2020.

The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.

Whatever challenges you're facing, wherever you are in the world, we can help you craft innovative solutions that bring healthier, tastier foods and beverages to your consumers.

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