

China's tea report emphasises health and green ecology in tea production

05 April 2024 | News

Young people between the ages of 18 and 35 are a significant force in social consumption and a vital growth point for the future of tea consumption



Young people between the ages of 18 and 35 are a significant force in social consumption and a vital growth point for the future of tea consumption

When developing a tea brand and tea production, it is crucial to prioritise health, environmental protection and green ecology. Nowadays, people are placing more emphasis on environmental protection, low carbon, health, and safety. As a result, green consumption has become a new trend in life. Building a tea brand also requires aligning with these trends and adhering to the concepts of health, environmental protection, and green ecology. These suggestions are outlined in the China Tea Brand Development Report 2024.

Published last week, the China Tea Brand Development Report 2024 was jointly compiled by the Tea Industry Branch of the China Association for the Promotion of International Agricultural Cooperation, the Belt and Road International Tea Trade Industry Science and Technology Innovation Institute, the China Rural Magazine Brand Research and Communication Centre, and the People's Daily Online Public Opinion Data Centre. It received support from tea brand management units in 19 provinces (municipalities and autonomous regions), including Zhejiang, Anhui, Jiangxi, Fujian, Shandong, Henan, Hubei, Hunan, Guangdong, Guangxi, Hainan, Chongqing, Sichuan, Guizhou, Yunnan, Tibet, Shaanxi, and Gansu, as well as association support.

Young people between the ages of 18 and 35 are a significant force in social consumption and a vital growth point for the future of tea consumption. Therefore, creating a new consumer brand that appeals to this demographic by offering fashionable, fast-moving tea drinks has become a crucial aspect of tea brand building.

Wei You, executive deputy secretary-general of the China Association for the Promotion of International Agricultural Cooperation and executive vice-president of the Belt and Road International Tea Trade Industry Science and Technology Innovation Institute, stated, "After massive data collection and in-depth analysis, the report finally compiled a detailed analysis of nearly 80 regional public brands, covering six major tea categories from traditional green tea to emerging white tea. It can be said to be the foundation of China's tea brands. The report not only provides a detailed analysis of Chinese tea industry development and policy support but also uses data to illustrate the diversity and complexity of China's tea industry, the

changes in the market share of the six major tea categories, the emergence of characteristic advantageous areas, the trend of industrial integration and development, as well as the dual driving force of technology and culture. This provides industry insiders with profound market insights and offers a reference for policymakers and corporate decision-making."

Another highlight of the report is the in-depth discussion on shaping tea brands through the three dimensions of variety, quality, and brand. It also analyses famous tea brands, researches tea public brand health management, and guides tea brand management.

Wei You mentioned that a brand survey was conducted in tea-producing areas across China in 2023. The survey covered 19 provinces, including Fujian, Yunnan, Sichuan, Guizhou, Hubei, Hunan, Zhejiang, Anhui, Guangdong, Guangxi, Shaanxi, Henan, Jiangxi, Chongqing, Shandong, Jiangsu, Gansu, Hainan, and Tibet. Based on the survey data, 462 public tea brands were identified in these provinces and regions. The highest number of tea brands were found in Hubei (58), followed by Zhejiang (56), Fujian (48), Hunan (47), and Yunnan (42).

The survey also found that there are eight main types of tea, including green tea (246), black tea (61), dark tea (37), white tea (13), oolong tea (23), yellow tea (13), processed tea (6), and other types of tea (63).

In recent years, there has been a lot of emphasis on tea brand building in tea-producing areas, leading to a positive momentum of development for tea brands in the country. The report highlights the following characteristics of China's tea brands: group development, an increase in the number and level of brands; industrial development, an increase in the quantity and quality of brands; and inclusive prosperity, a shared increase in revenue for tea brands.

The report also emphasises cultural empowerment, digital intelligence linkage, and building a new brand image. China's profound historical tea culture and superior natural climate conditions in tea areas provide a natural setting for tea brand building. Whether in the past, present, or future, brands need to showcase their uniqueness by using cultural marketing to influence people's lives. This enhances brand favorability and extends the brand life cycle. Additionally, in the era of digital intelligence, the construction and development of tea brands require the use of digital means. By innovating digital marketing, creating digital personalities, and interacting with consumers using personalised brand images and flexible communication methods, tea brands can better understand consumer cultural demands for tea products, gain motivation for continuous innovation, and expand their consumer market share.

Wei You said, "The competition among regions is getting more intense, making brand competition and cooperation more difficult. The national brand Chinese Tea lacks cohesion. To address these issues, the report proposes coordinated operations with different resource integration, brand cultures, and market pertinence. Our approach involves using the Chinese Tea national brand as the top of a pyramid, regional public brands based on geographical indications forming the square array, and corporate and product brands serving as the vanguard. The ultimate goal is establishing a brand ecological structure and matrix, which will benefit the Chinese tea industry."

Shraddha Warde

shraddha.warde@mmactiv.com