

Pursuing the Rewarding Bouquet – Reshaping Tea Drinking Culture

濃郁之味—重塑茶飲文化

As consumers indulge in a cozy world of tea, their demand and expectations for beverages are constantly rising. In addition to quality, businesses are setting their sights on Gen-Z customers, seeking to tantalize their taste buds with a diverse range of choices.

Chinese consumers drink approximately 40% of the world's tea, and their experience in the coffee sector has influenced the tea culture, shaping the industry into more specialised and boutique offerings. This trend is not limited to China, as we see a similar phenomenon in other major tea regions like India and Japan, with surging demand for specialty teas like matcha, chai, and turmeric tea.

To provide quality products and drive growth in the industry, brands are now offering extensive options that enable F&B establishments to optimise their drink menus. Rather than a fading sector as many would have expected, the tea sector is now being shaped by the younger generation's taste and demand for better quality and specialised tea beverages.

沉澱於茶與咖啡的怡人氛圍，消費者對咖啡及茶之要求有增無減。除了質素以外，餐飲業亦力求吸引消費力上漲的年輕一代。

中國消費者佔全球茶葉消耗量約40%，他們在咖啡領域的經驗也影響了茶飲文化，並進一步推動行業向精品化的方向發展。這個趨勢除了在中國外，我們在印度和日本等其他主要茶葉產區也看到對抹茶、印度拉茶和姜黃茶等特色茶飲的需求持續飆升。

為滿足餐飲業對茶與咖啡之需求，現在有不少品牌嚴格挑選產品及做好質量監管，務求豐富餐飲業的茶啡產品類別。年輕一代的品味和對優質特色茶飲的需求正在塑造全新的茶飲文化。



Sources 資料來源:

[How Gen Z is changing China's tea-drinking culture](#)

[The Rise of Specialty Teas and Adaptation of the Tea Industry to Changing Consumer Preferences](#)

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Featured Exhibitors
焦點參展商

Company	Product	Product Highlight
 GUI TEA (HONG KONG) COMPANY LIMITED	 Matcha 抹茶	Gui Tea is the largest tea company in Guizhou Plateau in Southwest of China, founded in 2010, own 4 primary tea factories and 1 refining factory, covers tea planting, processing, R&D and sales worldwide. 貴茶（香港）有限公司，於貴州高原擁自建及合建專屬茶園140,000畝。引入最為先進自動化茶葉生產線，配以傳統制茶工藝，力臻茶葉生產潔淨無污染。同時設有檢測中心及茶葉冷藏庫，確保種植茶葉品質供應穩定。

 LAM KIE YUEN TEA COMPANY LIMITED	 LKY TEABAG 林奇苑茶包	Provide one-stop OEM service, which is suitable for suppliers of various catering groups. 香港自設廠房，安全衛生，由經驗豐富的師傅挑選茶葉及獨家調配，適合各飲食集團供應商使用。
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 TSIT WING COFFEE COMPANY LIMITED	 TEA-REX 茶龍	Standardized & consistent cup of tea base provides the same quality and character of the traditional Hong Kong Style Milk Tea. Replicating the HK style tea brewing art which is simple and easy to use. 標準化製茶流程，杯杯茶味香醇如一。完美呈現傳統港式手拉茶工藝，操作簡易。
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