

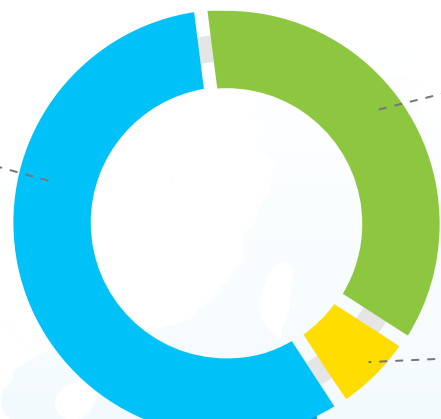
Next-Gen Sips: Gen Z and Millennials drive growth in Ready-To-Drink tea and coffee in Southeast Asia

Gen Z and Millennial¹ consumers make up over half of the population in Malaysia, Philippines, Indonesia and Singapore². Understanding their unique mindset and consumption habits is key to unlocking the true growth potential of Ready-To-Drink (RTD) tea and coffee.



Asia will continue to be the biggest market globally for RTD tea and coffee⁴

57%
Asia forecasted share of global RTD market in 2028



37%

Americas forecasted share of global RTD market in 2028

6%

Rest of world forecasted share of global RTD market in 2028



Gen Z and Millennials are a dominant force for consumption in Southeast Asia

>50%

in Malaysia, Philippines, Indonesia and Singapore are Gen Z and Millennials^{2,3}

>75%

of ASEAN's consumer base will be Gen Z and Millennials by 2030⁵

What do these young adults want from RTD tea and coffee?



Our research shows that the lifestyle of these generations influences what they want from RTD tea and coffee.



Convenience-first lifestyle

They value convenience above all⁶. RTD tea and coffee are a good fit because they offer a shortcut to gaining health and energy benefits⁶.



They see RTD tea and coffee as beverages that will help them kickstart the day and provide energy without adding any extra stress⁷.

Thirst for novelty and indulgence

They prioritise mental and emotional health and indulging in self-care treats⁶.

Their quest for novelty also means that over 75% of Gen Z and Millennials are always on the lookout for the "next cool thing"². For RTD tea and coffee, this means new flavours and experiences.



They see RTD tea and coffee as the perfect way to relax and reward themselves with something tasty⁷.

Responsible consumption

They strongly value sustainability and expect brands to prioritise the environment. Over 60% prefer to make guilt-free choices by buying from sustainable brands⁸.



Our research shows that current RTD tea and coffee choices are seen as unsustainable, but you can help to close this gap with more sustainable offerings⁷.

When RTD coffee is most preferred⁷

Indonesia

Malaysia

Philippines

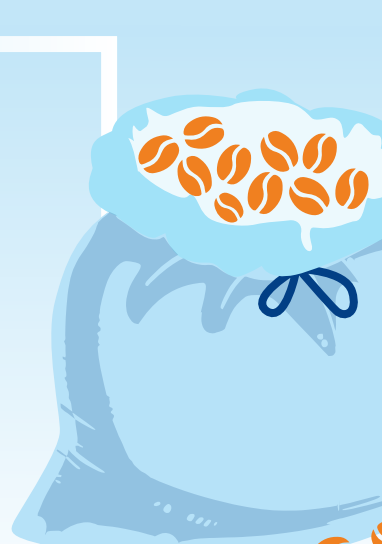
Getting ready for the day



Rewarding yourself with a treat



Together with friends and family



When RTD tea is most preferred⁷

Indonesia

Malaysia

Philippines

Getting ready for the day



Rewarding yourself with a treat



Boosting health



Curious about capturing this untapped RTD tea and coffee opportunity?

Read our eBook "Elevate Each Sip" to uncover strategies to capture the hearts of your Gen Z and Millennial consumers.



Sources:
 1. Gen Z: 12 - 27 years old (in 2024), Millennial: 28 - 43 years old (in 2024)
 2. Statista: Understanding Gen Z consumers in emerging Asian markets
 3. UN ESCAP: Demographic Changes in Asia and Pacific - Population Data
 4. Statista: Ready-To-Drink (RTD) Coffee & Tea
 5. World Economic Forum: There are 1.8 billion millennials on earth. Here's where they live
 6. Mintel: Inside the curious culinary world of Gen Z: health vs indulgence
 7. Tetra Pak: Demand Spaces - Consumer Research Report 2023
 8. First Insight: The state of consumer spending: Gen Z shoppers demand sustainable retail

Discover how to take your RTD tea and coffee to the next level with Tetra Pak.

Get in touch

