

A background image of a tea plantation with rows of young tea plants in dark soil. A semi-transparent green horizontal bar is overlaid across the middle of the image.

The business model transformation from traditional tea industry to modern tea beverages businesses.

——Make Fujian tea industry as a representative

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01. Know the subject well

- Why did tea industry in Fujian work well before?
- What's the unique of the tea industry?



Background

As a major tea country, China's tea market is nearly 300 billion RMB.

Located on the southeast coast of China, Fujian has a superior natural and economic environment for tea planting, production, processing and trade.



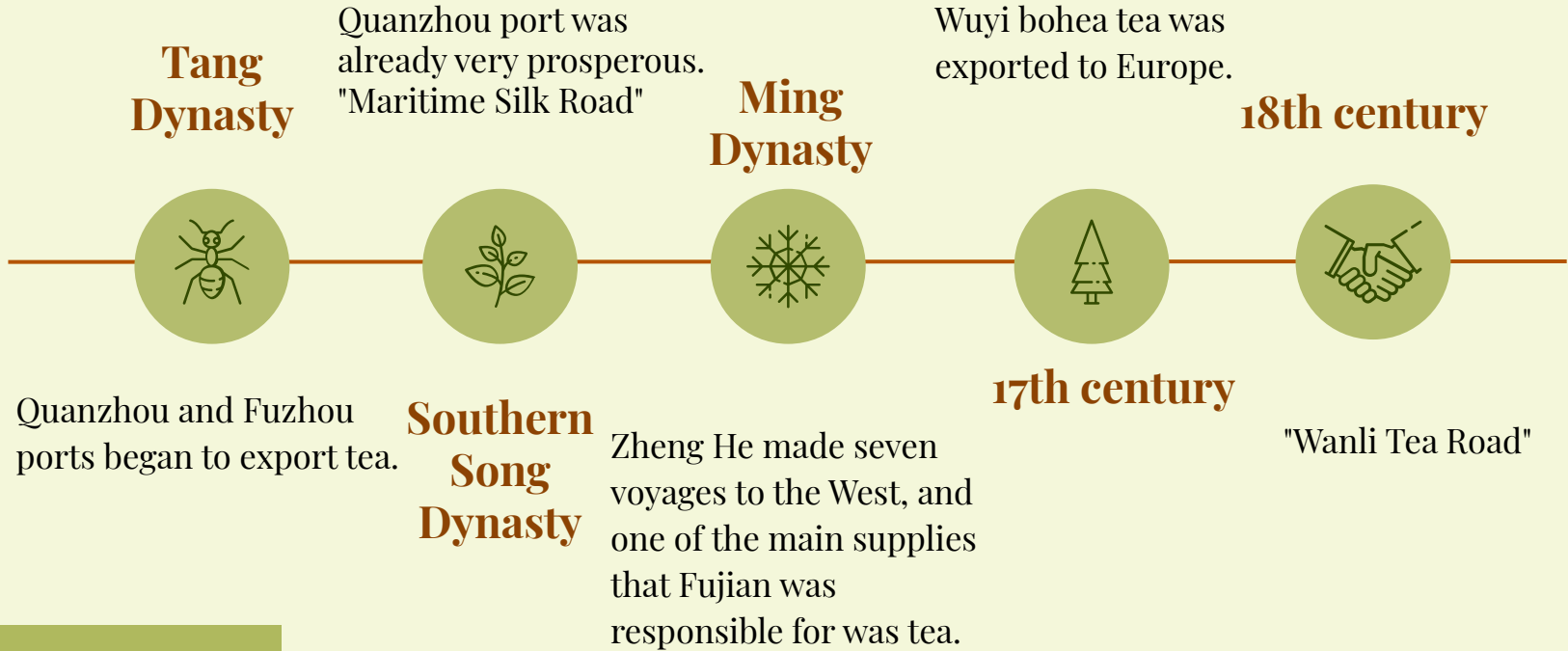
📍 Wuyi rock tea & Anxi Tieguanyin

📍 "Hometown of Oolong Tea in the World".

Fujian tea ranks second in the country, mainly including green tea, black tea, green tea and white tea.

Bama Tea Industry, Wuyishan Dahongpao, Anxi Tieguanyin, Fuding White Tea, Baihao Yinzhen, Wuyiyan Tea, Wuyixing tea

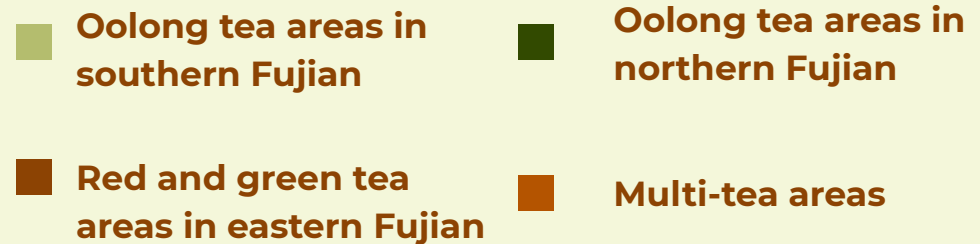
History



SWOT

Forest Coverage Rate **69.8%**

The superior ecological environment, abundant resources and superb skills have laid a solid foundation for Fujian as a major tea province.



Tea enterprise planning and market system advantages

- Optimizing the structure of teas and tea tree varieties
- Building ecological tea gardens
- Improving product quality
- Cultivating leading enterprises
- Building well-known brands



02. Current situation analysis

Younger tea consumption——the rise of modern tea beverages businesses

- According to data from iiMedia Research, nearly 90% of the Internet users interviewed are tea consumers, and nearly 40% have the habit of drinking tea every day.
- Tea has become a rigid demand in people's lives.
- At the same time, the traditional tea category market has reached a mature stage with fierce market competition.
- How to look for better opportunities in the market and emerge from them has become the current problem facing tea brands.

Development pain points



Do not have the thinking of standardization and explosion

- Low-tech traditional craft
- Regionality
- Low industry concentration
- Low industry standardization
- Low branding
- Low utilization rate of tea resources
- Low cross-border innovative products



No brand advantage and weak brand awareness abroad.

The influence of Fujian tea brands among foreign consumers is far from enough, and there are no well-known brands that are familiar to people in the world.

Driving factors



Culture

Based on Chinese tea culture, New Tea Drinks has become a fast-growing tea consumption track in recent years, relying on high-quality product quality, continuous product innovation and brand cultural advantages, and its growth rate has surpassed traditional teas.



Crowd base

The new generation of people has become the main consumer group in China. New-style tea is a drink and a social element, which makes the consumption scene continue to broaden the new-style tea into a dependent high-frequency consumption category.



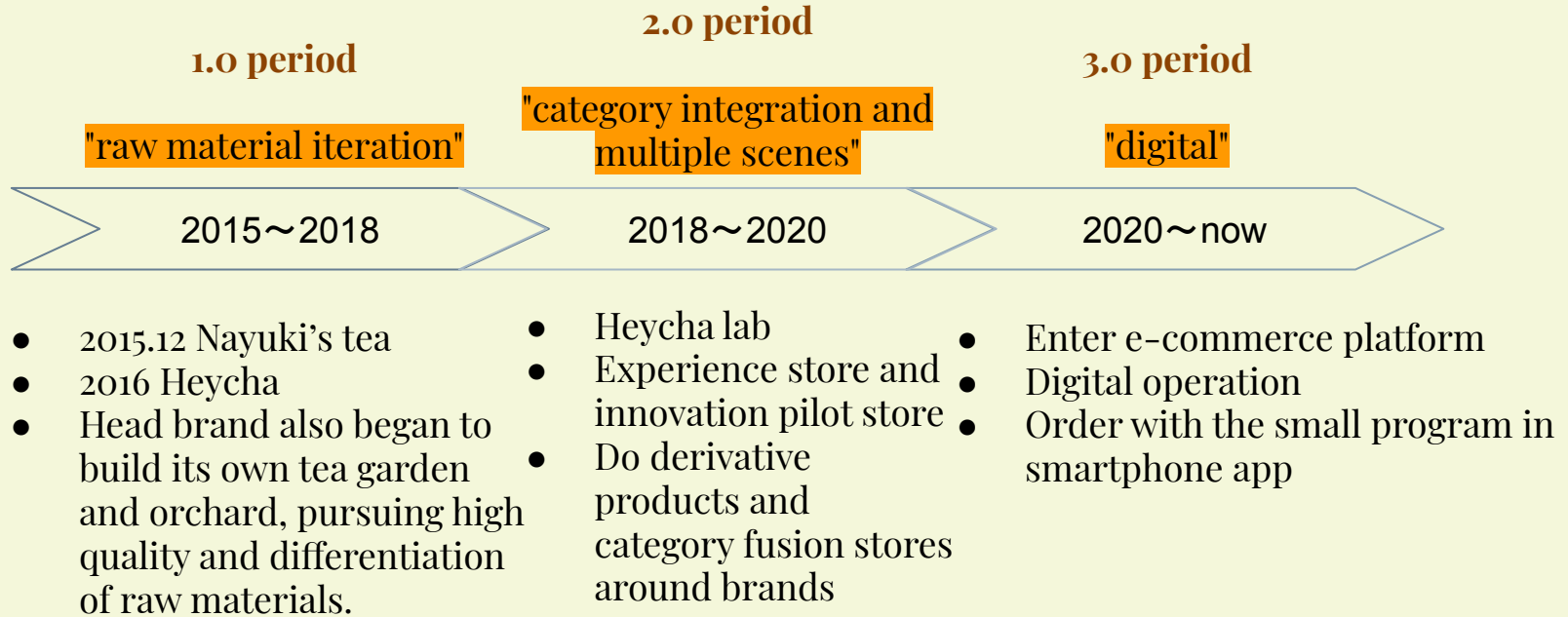
Economic

The rapid growth of consumption power brings diversified and high-quality consumption upgrade demand.

03.
The development
of modern tea
beverages
businesses



Timeline





04.Future

Raw material providers

At present, no company in Fujian's tea industry has entered the high-end tea market.

Eg. Heycha, Nayuki's tea

Whole industry chain development model

- Raw materials
- Processing
- Packing
- Sales

Eg. Tian ren ming cha

Modern teahouse

- Compound teahouse -- focus on "quality tea"
- Tea sales area, tea tasting area and DIY experience area.