

Tea in India

Market Direction | 2023-02-01 | 22 pages | Euromonitor

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Report description:

Hindustan Unilever, which is expected to maintain second position in tea in value terms in 2022, follows the model Winning in Many Indias, whereby it treats the country as 15 heterogeneous clusters rather than one homogenous entity, owing to the scale and diversity of the country. The clusters are taken into consideration for product development, as well as its hyperlocal marketing initiatives.

Euromonitor International's Tea in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tea market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2023

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TEA IN INDIA

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Hindustan Unilever's strategy to counter fluctuations in commodity prices bodes well for its tea business

Tata Consumer Products focuses on new product development and localised marketing to grow its tea business

Darjeeling tea estates face an existential crisis as domestic tea production yet to reach pre-COVID-19 levels

PROSPECTS AND OPPORTUNITIES

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Companies have identified green tea as a growth opportunity in the forecast period

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