

## Tea in France

Market Direction | 2023-11-23 | 24 pages | Euromonitor

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### Report description:

Retail value sales of tea continued to post appreciable value growth in 2023, but this was mostly due to the rising of cost of tea itself and its packaging, as well as the global impact of rampant inflation. Total volume sales contracted significantly during the year. This represented a contrast with previous years. Tea enjoyed a good performance during the lockdowns of 2020-2021, which saw demand driven up by the widespread adoption of working-from-home practices, but this period is now over de...

Euromonitor International's Tea in France 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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Fruit/herbal tea outperforms green and black tea, while organic teas not recovering for the moment

Lipton finds the path back into the game from mid-2023

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