

Tea in the US

Market Direction | 2023-12-07 | 23 pages | Euromonitor

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Report description:

Tea is not the only beverage facing supply chain challenges. However, when compared with some other beverages in the US, tea is relatively better off, as it has not been affected by harvest issues, like coffee, nor is it heavily reliant on aluminium cans, like beer. The biggest challenge for tea is the rising cost of shipping, because the US imports all of its tea from abroad, primarily from Asia. Unfortunately, trans-Pacific shipping is currently overwhelmed due to a post-COVID-19 surge in dema...

Euromonitor International's Tea in USA 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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Supply chain issues are impacting tea

New competitive landscape could bring energy to the category

Fruit/herbal tea continues to gain momentum, as consumers look for more and newer options

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Tea will continue to explore more functionalities in the future

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