

Tea in India

Market Direction | 2024-02-23 | 23 pages | Euromonitor

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Report description:

India, a vast and diverse country, has seen leading players adapting to its rich tapestry by offering diverse products and tailored marketing strategies to meet the preferences of its consumers. Notably, Tata Consumer Products and Hindustan Unilever have embraced a hyperlocal approach. Tata Consumer Products, for instance, established an R&D centre dedicated to new product development, aligning its innovation pipeline with the untapped opportunities in the Indian market. In 2023, it introduced T...

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 2019-2023, 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 2028 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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TEA IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prominent companies focus on hyperlocal strategies to cater to a diverse range of customers

Tea, being an agricultural commodity, faces varied macroeconomic challenges, leading to downtrading

Companies continue to leverage the power of social media for their premium product assortments

PROSPECTS AND OPPORTUNITIES

Hindustan Unilever's new margin model is not received favourably by distributors and may hamper its share

Prominent players focus on health and wellness and newer markets as growth options in the forecast period

Dabur's foray into the tea market bodes well for a category which was beginning to look somewhat consolidated due to a lack of pan-India players

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