

Tea in France

Market Direction | 2024-11-13 | 24 pages | Euromonitor

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Report description:

Tea remains in a negative volume slump in retail terms in France in 2024, while value is better supported by high prices and foodservice also fares better. That said, we should also note that, whilst tea is consumed in foodservice, it is not as widespread as coffee throughout the cafe culture. Regarding high prices, we note that both tea itself and packaging have increased in cost, however, 2024 does see a lowering level of inflation, thus we are also seeing volume sales slowly creep back toward...

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 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 FRANCE

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2024 DEVELOPMENTS

Tea continues to face volume challenges due to high prices and lower levels of at-home consumption

Only fruit/herbal tea is relatively spared in volume despite the ambivalent results of organic products

Lipton and Twinings remain in tight competition

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