

Tea in the United Kingdom

Market Direction | 2024-11-12 | 25 pages | Euromonitor

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Report description:

Tea in the UK is experiencing a notable shift, with fruit/herbal tea driving category growth, while traditional black tea faces challenges. In 2024, demand for tea is declining in both retail and foodservice channels, as the performance of black tea, traditionally the largest segment, continues to weaken. Despite this, fruit/herbal tea is demonstrating resilience, supported by product launches that respond to evolving consumer preferences for wellness and functional benefits. As households conti...

Euromonitor International's Tea in United Kingdom 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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Euromonitor International
November 2024

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