

Tea in the US

Market Direction | 2024-11-12 | 23 pages | Euromonitor

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Report description:

After Unilever spun off its tea portfolio to CVC Capital Partners and became what seemed a premium-leaning rebranding in Ekaterina, 2023 saw yet another rebranding, as the company embraced the identity of its globally dominant Lipton brand. Focusing additionally on the theme of "infusion", with the global brand owner name Lipton Teas & Infusions, the company and its CEO Nathalie Roos also expressed a renewed focus on sustainability, collaboration, and service. In September 2024, Roos announced sh...

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 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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