+44 20 8123 2220
info@marketpublishers.com

# After Unilever: The Fragmented New World Order of Global Tea

https://marketpublishers.com/r/A25001A1592AEN.html
Date: November 2020
Pages: 29
Price: US$ 1,325.00 (Single User License)
ID: A25001A1592AEN

## Abstracts

Unilever's planned exit from most of its tea operations will be a seismic event in global tea. It will further accelerate the key long-term trend in the competitive landscape of global tea: fragmentation. In the future, the key players in tea will be regional or national in nature, and there will be little direct competition between them.

Euromonitor International's After Unilever: The Fragmented New World Order of Global Tea global briefing offers an insight into to the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on both retail and foodservice.

**Product coverage:** Coffee, Other Hot Drinks, 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 Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

# Contents

Introduction
Why Unilever Wants Out of Tea
The New Landscape of Tea
The Key Regional Players
Conclusions

+44 20 8123 2220
info@marketpublishers.com

## I would like to order

Product name: After Unilever: The Fragmented New World Order of Global Tea
Product link: https://marketpublishers.com/r/A25001A1592AEN.html
Price: US$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/A25001A1592AEN.html

## To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970