

After Unilever: The Fragmented New World Order of Global Tea

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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.

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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

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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