

Clipper Teas Ltd in Hot Drinks (United Kingdom)

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Abstracts

Clipper Teas will hope to continue increasing market share in the forecast period by consolidating its position as a pre-eminent fair-trade supplier of various premium teas. It will continue to focus its attention on herbal teas and green teas where it has built up a strong customer loyalty by being ahead of the market in many of its key developments. However, the company may come under pressure from major market players and private label manufacturers who will be better able to compete on...

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