

# Tata Consumer Products Ltd in Hot Drinks

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## Abstracts

Tata Consumer Products Limited continues to be among the top 10 hot drinks companies by value in 2020, driven by its strong tea portfolio. It is growing its business on the back of a state-specific strategy to address the increased at-home consumption in India. In other markets, the company wants to revitalise its black tea offer and extend its presence in green tea and herbal tea on the back of enhancing its health and wellness portfolio.

Euromonitor International's Tata Consumer Products Ltd in Hot Drinks Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**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 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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