

# Tea in India

<https://marketpublishers.com/r/TD3F8E589D2EN.html>

Date: February 2024

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: TD3F8E589D2EN

## Abstracts

India, a vast and diverse country, has seen leading players adapting to its rich tapestry by offering diverse products and tailored marketing strategies to meet the preferences of its consumers. Notably, Tata Consumer Products and Hindustan Unilever have embraced a hyperlocal approach. Tata Consumer Products, for instance, established an R&D centre dedicated to new product development, aligning its innovation pipeline with the untapped opportunities in the Indian market. In 2023, it introduced T...

Euromonitor International's Tea in India 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.

## Contents

Tea in India  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

TEA IN INDIA  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Prominent companies focus on hyperlocal strategies to cater to a diverse range of customers

Tea, being an agricultural commodity, faces varied macroeconomic challenges, leading to downtrading

Companies continue to leverage the power of social media for their premium product assortments

### PROSPECTS AND OPPORTUNITIES

Hindustan Unilever's new margin model is not received favourably by distributors and may hamper its share

Prominent players focus on health and wellness and newer markets as growth options in the forecast period

Dabur's foray into the tea market bodes well for a category which was beginning to look somewhat consolidated due to a lack of pan-India players

### CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2018-2023

Table 2 Retail Sales of Tea by Category: Value 2018-2023

Table 3 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 4 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 6 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 7 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 8 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 10 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

### HOT DRINKS IN INDIA

### EXECUTIVE SUMMARY

## Hot drinks in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

### MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 21 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 22 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 23 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 24 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 25 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 26 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth  
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Tea in India

Product link: <https://marketpublishers.com/r/TD3F8E589D2EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TD3F8E589D2EN.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**

Customer 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