

Tea - United Kingdom

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Abstracts

Tea suffered from global supply deficits in 2010, with these linked to severe droughts in Kenya and India in 2009. This resulted in global tea prices rising to a historical high in 2009, with rising input costs resulting in higher off-trade prices in 2010. By February 2010, Unilever's PG Tips was priced 28% higher than a year earlier in current value terms, while Tetley was 7% more expensive. Overall, tea saw 8% growth in current value unit price, with the sharpest rise being seen in black...

Euromonitor International's Tea in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, 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 2015 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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