

Unilever Group in Hot Drinks (World)

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Abstracts

Unilever is the third largest hot drinks company in the world, and the top tea company globally. Asia and other developing markets are key growth areas for the company, where black tea demand has been rising. However, developed markets in Europe and North America are dragging down growth, as consumers there look towards premium, herbal and green teas. Unilever's success in these regions will depend on the success of its new premium-positioned brands.

Euromonitor International's Unilever Group in Hot Drinks (World) 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.

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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