

Tea and Other Hot Drinks - UK - June 2013

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"Tea enjoys a long-established role as a quintessentially British drink. Even today, the majority of consumers see tea drinking as part of being British, and report enjoying the ritual of drinking tea, offering a strong platform for communication around these issues."

– Amy Price, Senior Food and Drink Analyst

In this report we answer the key questions:

- How can the market stem the decline in everyday tea?
- How can the market expand usage among older consumers?
- Is tea making the most of its British claim?
- Can targeting consumers' need states broaden usage of herbal teas?
- Should hot chocolate be placing greater emphasis on health?

Tea enjoys high levels of popularity, drunk by almost nine in ten consumers, while more than eight in ten have drunk hot chocolate and more than three in five have drunk malted drinks.

Value sales in the tea market are estimated to reach £683 million in 2013 growing on the back of price inflation. The long-term decline in tea consumption is affecting volumes which are expected to fall to 91 million kg. The smaller hot chocolate and malted drinks category is estimated to reach £155 million in value sales and 22 million kg in 2013, growing in both volume and value terms following a volatile performance in recent years.

Standard tea continues to dominate the tea market, although the decline in sales has caused manufacturers to look to premiumisation of everyday formats and investment in herbal varieties as a means of diversifying.

Tea is inherently associated with Britishness, with three in four tea drinkers saying that tea drinking is 'part of being British', while the majority of consumers enjoy the ritual of drinking tea.

Continuing investment in NPD and above-the-line support from major players such as PG Tips, Tetley and Twinings in the tea market and Cadbury and Horlicks in the hot chocolate and malted drinks segment will play a key role in keeping the categories front of mind with the consumer going forward, and maintaining engagement.

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