

## Tea and Other Hot Drinks - UK - February 2012

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“The current crop of loose leaf teas, including Twinings and Yorkshire Tea, are far from youth-oriented. Therefore, running youthful, contemporary-styled ad campaigns of loose tea products provides an opportunity for manufacturers to encourage demand among this group.”

– Alex Beckett, Senior Food Analyst

### In this report we answer the key questions:

- How can manufacturers rejuvenate usage of standard tea?
- How can loose leaf tea reinvigorate flagging consumer interest?
- How can fruit/herbal tea accelerate its frequency of usage?
- To what extent do hot chocolate manufacturers have to diversify offerings to accommodate older and younger generations?

The tea market is segmented – and defined – as:

- Standard “English” breakfast tea is a black tea blend which accounts for the majority of standard black teas in the UK market and is the main product for brand leaders such as PG Tips and Tetley. It also includes the niche market, instant teas.
- Speciality tea is a trade term for tea which although similar in appearance to standard tea and also requiring milk is usually sourced from specific high quality tea plantations and has a distinctive taste.
- Herbal tea is a term used to include green and redbush tea as well as fruit and other infusions.

Hot chocolate drinks are defined as:

- Hot chocolate that requires the addition of either milk or water. It also includes products that are ready prepared and just need to be heated in the microwave.
- Cocoa and cocoa powder.

Other malted drinks are defined as:

- Malted drinks that require the addition of either milk or water.
- Malted hot chocolate drinks, eg Ovaltine malted drinks, chocolate malted drinks.

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