

## Tea and Other Hot Drinks - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“While Britons continue to be a nation of tea drinkers, volume sales for ordinary teabags are down, the competition from coffee and soft drinks eroding sales. Operators are developing their mix of products from other segments such as green, fruit/herbal and speciality tea, as well as teas to be drunk with alternative milks, to capitalise on growth opportunities in the shrinking market.”

- Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- Cold versions of tea can help the market to better compete with soft drinks
- Opportunities for brands to talk about how dairy-free milks influence tea
- Highlighting ethical/environmental credentials is timely given current consumer sentiment

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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