

# Tea in India

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Prominent companies focus on hyperlocal strategies to cater to a diverse range of customers  
Tea, being an agricultural commodity, faces varied macroeconomic challenges, leading to downtrading  
Companies continue to leverage the power of social media for their premium product assortments

### PROSPECTS AND OPPORTUNITIES

Hindustan Unilever's new margin model is not received favourably by distributors and may hamper its share  
Prominent players focus on health and wellness and newer markets as growth options in the forecast period  
Dabur's foray into the tea market bodes well for a category which was beginning to look somewhat consolidated due to a lack of pan-India players

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