

Tea in France

November 2023

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Tea in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stabilisation in value and waning volume sales

Fruit/herbal tea outperforms green and black tea, while organic teas not recovering for the moment Lipton finds the path back into the game from mid-2023

PROSPECTS AND OPPORTUNITIES

Possible difficult period for tea in forecast period but caffeine bashing could help

Against stress and overly seasonalised consumption, CBD cold infusion options are on the table

Les 2 Marmottes, the newly acquired weapon of JDE in tea

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