

# Tea in Russia

January 2022

Table of Contents

## Tea in Russia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Tea struggling as consumers embrace Russia's developing coffee culture

Trend two

Leading players cement their dominance, but traditional brand Azercay continues to climb the rankings

#### PROSPECTS AND OPPORTUNITIES

Black tea set to remain under pressure due to the rising consumption of coffee

New flavours and health and wellness claims set to boost sales of fruit/herbal tea

New product development expected to focus on fortification

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2016-2021

Table 2 - Retail Sales of Tea by Category: Value 2016-2021

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2016-2021

Table 4 - Retail Sales of Tea by Category: % Value Growth 2016-2021

Table 5 - NBO Company Shares of Tea: % Retail Value 2017-2021

Table 6 - LBN Brand Shares of Tea: % Retail Value 2018-2021

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2021-2026

Table 8 - Forecast Retail Sales of Tea by Category: Value 2021-2026

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2021-2026

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2021-2026

## Hot Drinks in Russia - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

Chart 1 - Hot Drinks Value Sales Growth Scenarios: 2019-2026

Chart 2 - Hot Drinks Impact of Drivers on Value Sales: 2019-2026

### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2016-2021

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2016-2021

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2016-2021

Table 14 - Retail Sales of Hot Drinks by Category: Value 2016-2021

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2016-2021

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2016-2021

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2016-2021

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2016-2021

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2016-2021

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2016-2021

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2017-2021

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2018-2021

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2016-2021

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2016-2021

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2021

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2021-2026

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2021-2026

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2021-2026

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2021-2026

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2021-2026

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2021-2026

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2021-2026

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2021-2026

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2021-2026

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2021-2026

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## SOURCES

Summary 1 - Research Sources

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