



Tea in France

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Tea continues to face volume challenges due to high prices and lower levels of at-home consumption
Only fruit/herbal tea is relatively spared in volume despite the ambivalent results of organic products
Lipton and Twinings remain in tight competition

PROSPECTS AND OPPORTUNITIES

Slow sales expected, with both opportunities and challenges ahead
Les 2 Marmottes tipped as one to watch
Further alternatives to traditional tea expected, notably cold infused tea and CBD tea

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Hot Drinks in France - Industry Overview

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