



Tea in India

February 2024

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Tea in India - Category analysis

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
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DISCLAIMER

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