



TEA

MARKET UPDATE

2016
Q2

Abstract

Constantly evolving consumer preferences, the relentless pace of innovation in product and packaging, and the ever-shifting nature of the product landscape can all make it hard to truly keep on top of where your market is heading.

Gama's Market Update strips away the 'noise' and helps to separate fact from fiction. By combining the very latest need-to-know information and insights from Gama Compass™, Gama's quarterly roundup will provide you with an evidence-based approach to support your product strategy and will leave you primed to capitalize on the opportunities that will drive the success of your business.

REASONS TO PURCHASE

- Get inspired by the latest innovations and discover new ideas to feed into your own product development cycles.
- Keep an eye on the latest launches so you can always stay one step ahead.
- React swiftly to market changes by keeping abreast of the latest trends in flavours, packaging, claims and more.
- Use key intelligence to **sharpen your strategy** and **boost revenues** and profitability.



Table of Contents

Executive Summary

01. Market analysis

- Market overview
- Innovation overview
- Claims & attributes overview
- Packaging overview

02. New products & innovations

- Innovations
- New product launches

03. News

04. Further information

- Definitions
- Supplementary notes

Contents

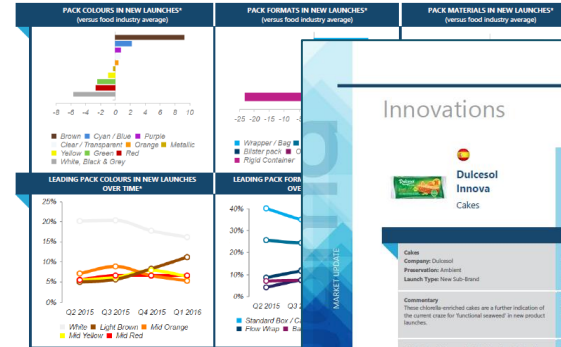
04 Market Overview

Your market at a glance. Includes overall launches, patterns in new product pricing, flavour trends and country indicators.

05 Innovation Overview

See the latest position of bakery categories on the Gama Innovation Matrix. Track leading innovation benefits.

Packaging Overview



Innovations



LICENCE OPTIONS

1 issue

JUL '16

REGIONAL

£ 1,400
\$ 2,020
€ 1,790

GLOBAL

£ 4,900
\$ 7,090
€ 6,270

3 issues

JUL '16, OCT'16,
JAN '17

£ 3,780
\$ 5,470
€ 4,830

£ 13,230
\$ 19,160
€ 16,920

ABOUT THIS SERIES

Combining a wealth of market-specific insight with up-to-date information on the latest launches and industry stories, Gama's Market Update – published four times a year – lets you explore your market in unparalleled detail. Study NPD trends in prices, claims, flavours, packaging and more. Learn from the latest game-changing innovations and product launches. Keep track of the important news and events impacting the tea space.

The Market Update series is underpinned by Gama Compass™, the world's most detailed source of new product information. Powered by our network of over 100 in-country experts in 46 key markets, Gama Compass™ offers an unrivalled perspective on the world of product innovation.