

# Conventional and cultural expression of tea market in france report samples

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Tea market is trendy and continually attracting the consumers all over the world. France has one of the popular and biggest tea markets in the world. The French tea market is unique amongst the Western markets. Powerful conventional expressions can be dramatized through product design, print ads, packaging, and outdoor media. This plays a pivotal role in reinvigorating the business. Major tea importers such as Unilever, and Tetley are active on the conventional market.

Every marketing activity, from product design, brand endorsement, publicity and packaging, to CEOs' words matter a lot. Tea companies have turned their view of publicity from using traditional advertising and direct marketing methods to non-traditional marketing such as websites, blogs, social networking sites such as Facebook, Twitter and even iPhone, in order to grow their business. The most profitable and value adding processes such as blending and packaging contribute up to 50% of the consumer price. As a cultural change, next to the old fashioned tea-for-a-pot bags, single cup tea bags have been introduced in France. Tea bagged in pyramid bags are also seen more often in the market.

French tea market is highly conventional from the ancient times. The tea importers started to explore some of the ancient tea companies to use their well known names for branding high profile teas. They introduced an innovative concept of 'French Tea,' which is a blend of many charms adapted to the French palate and French taste. These inventive methods gave rise to new and very successful high quality tea companies in France such as Le Palais des Thés. In addition, France has seen several smaller shops popping up all over the country to fulfill the growing demand for authentic,

exceptional and unique origin leaf teas. In order to attract young consumers, who could neither realize nor afford the high end premium teas, the new concept of flavored teas with a choice of unique fruit and spice flavors have been introduced. Flavored teas hold about a common fraction of the market. The growing awareness of health has also significantly impacted tea consumption in the past few years in France. As a concept of business strategy, green tea, black tea and white tea came into picture which mainly focused on the natural health properties that are well-known by the consumers. Indeed more doctors advise their patients to drink green tea. It is used as a medicinal and health substitute by many of the old consumers in France today. France is said to share a major part of the European market in regards to the green tea. The trend towards convenience had led the tea industry to develop products like tea tablets and ready-to-drink teas such as iced tea.

Also, to attract old customers who focus on health, the concept of organic tea and instant tea was introduced but it turned out to be a commercial disappointment. The focus within the tea market in France is more on fair trade than on organic teas. According to industrial sources, consumers were not willing to pay a high premium for organic tea as the price of conventional tea is quite low. Therefore, the market has focused on reinventing the old tea flavors.

Another conventional change that can be noticed in this aspect is the availability of herbal teas has increased fast in recent years, with much innovation in new blends and new herbs. Herbal teas and infusions have become increasingly popular. Another consumption trend such as tea with

ginger has been introduced. . The use of ginger is related to the prevention of colds especially during winter time, which made this ingredient attractive to consumers. The consumption of organic fennel tea for babies has also an increasing profit in the tea market of France. Opportunities for an expansion in consumption exist in this sector. With more and more innovation of conventional cultural expressions, one can see a dramatic trend of improvement in the tea market of France.