

MARKET RESEARCH

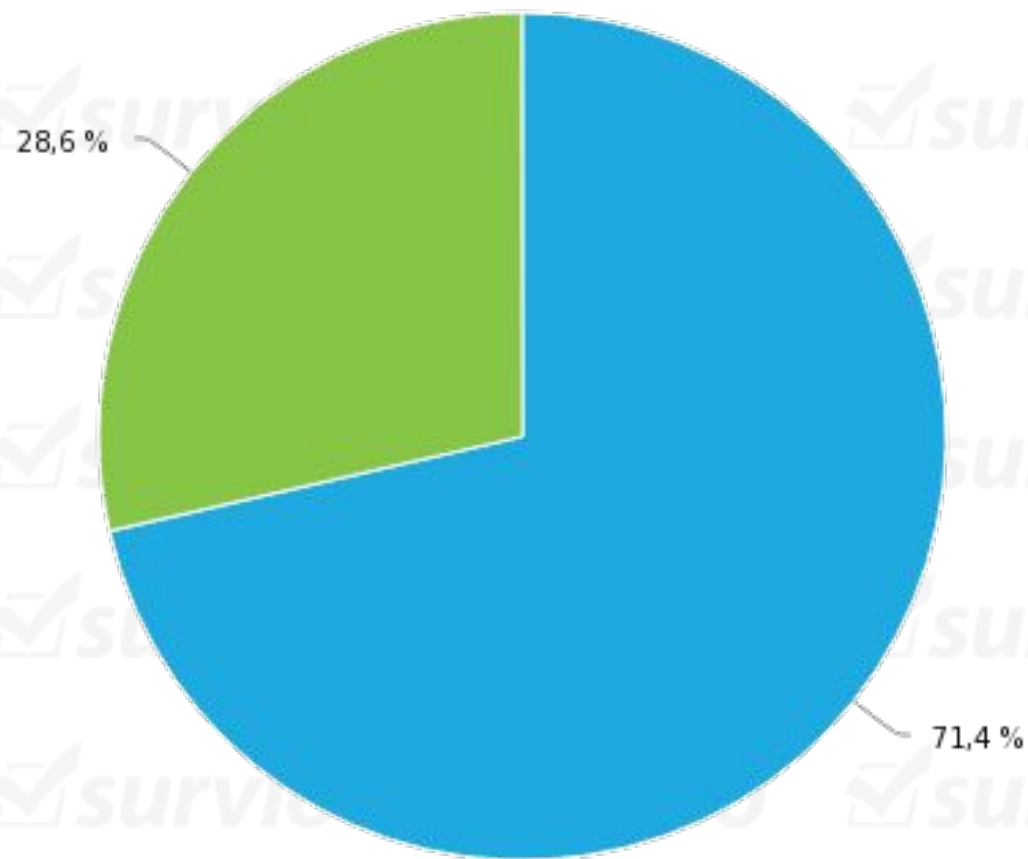
Tea Market

Tea is one of the most famous drinks. More than 30% of the world population consume tea. Every day the world's population brews about 3 million kg of tea.

Why is it so popular? What brand of tea occupies leading positions? We have tried to answer these questions and not only by examining Belarusian consumer preferences.

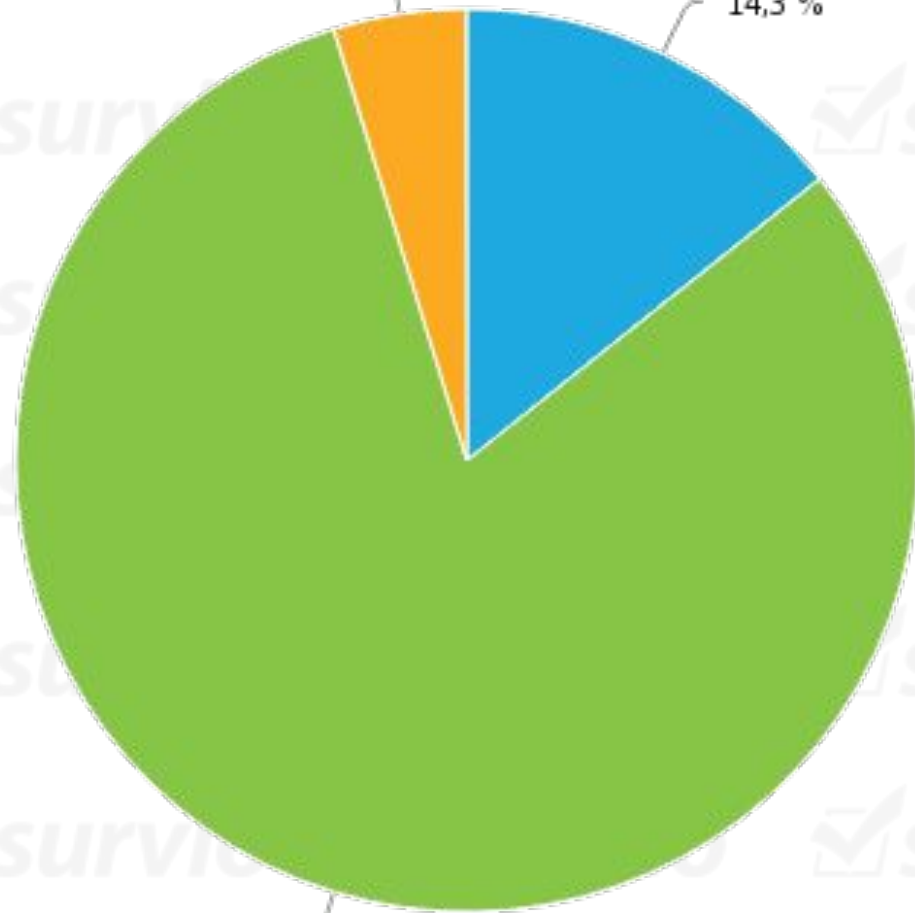
21 people took part in the survey.

Sex:



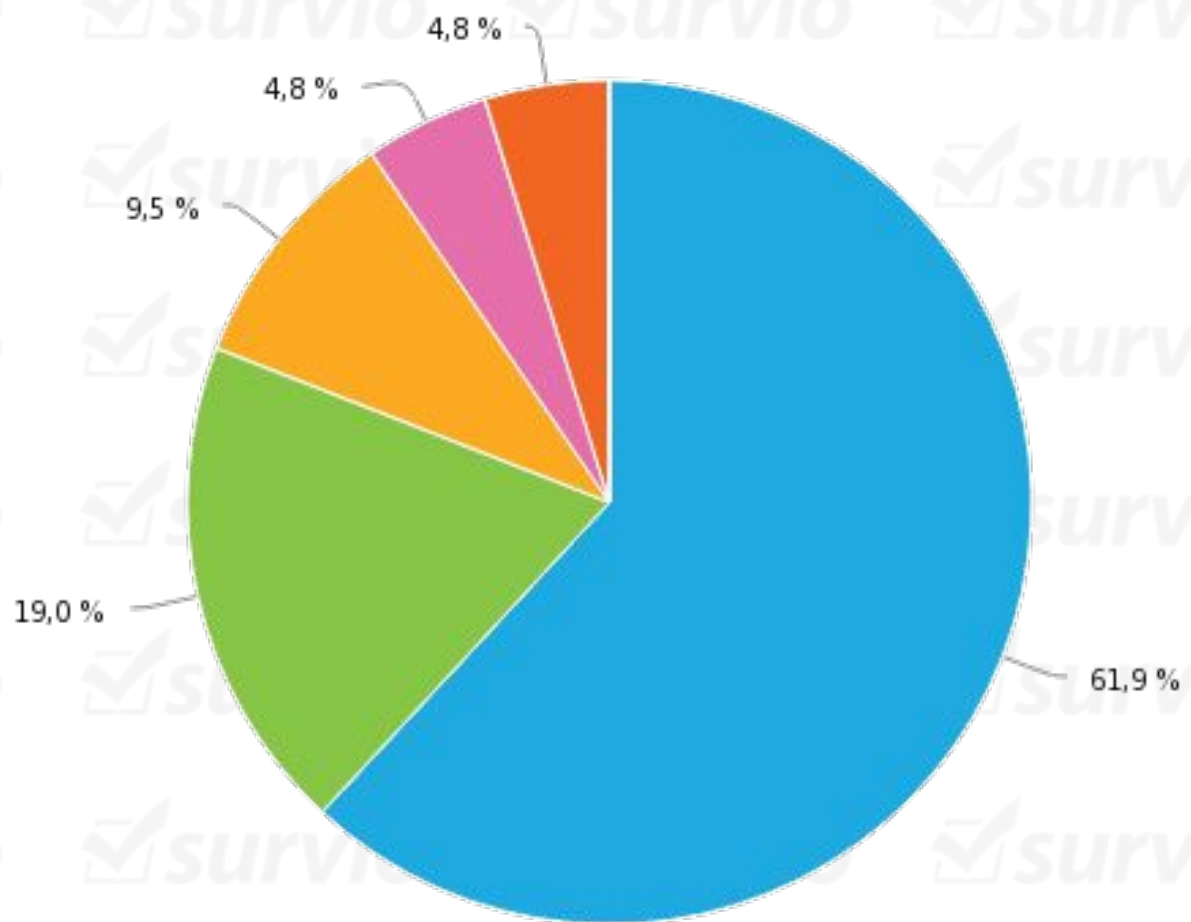
● Female ● Male

Age:



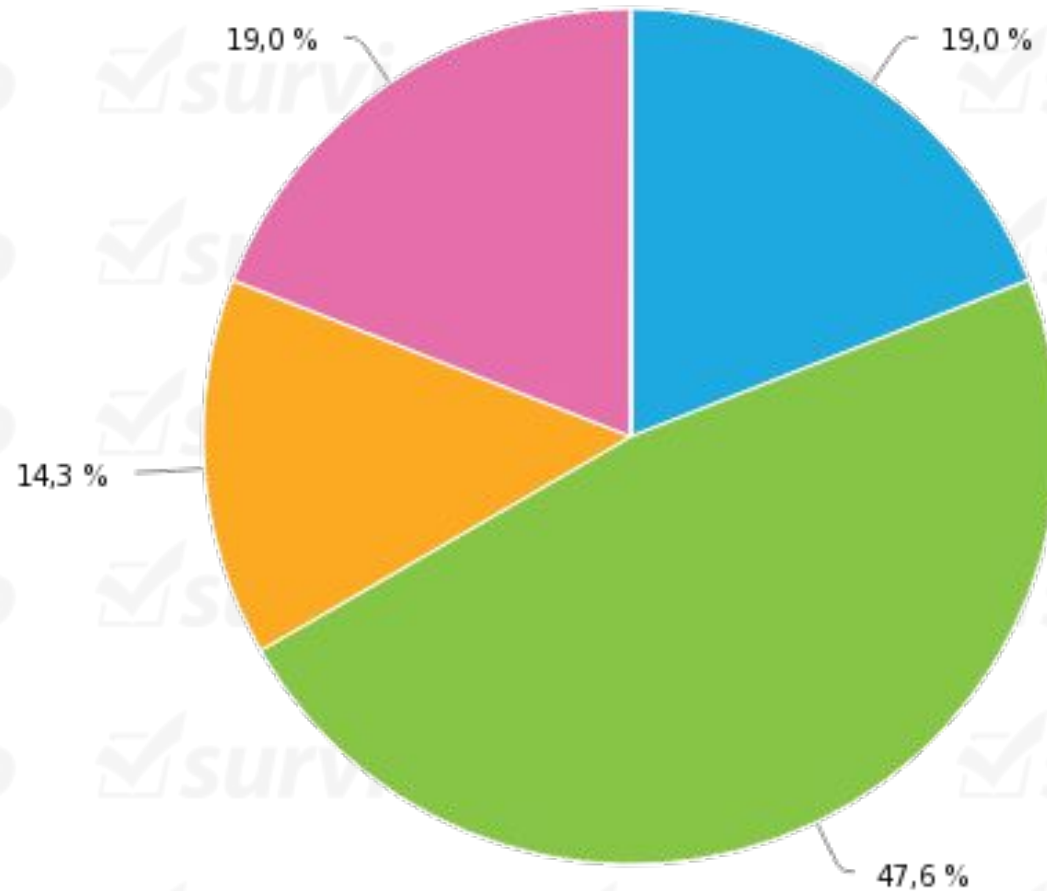
● Under 18 ● 18-30 ● over 30

How often do you drink tea?



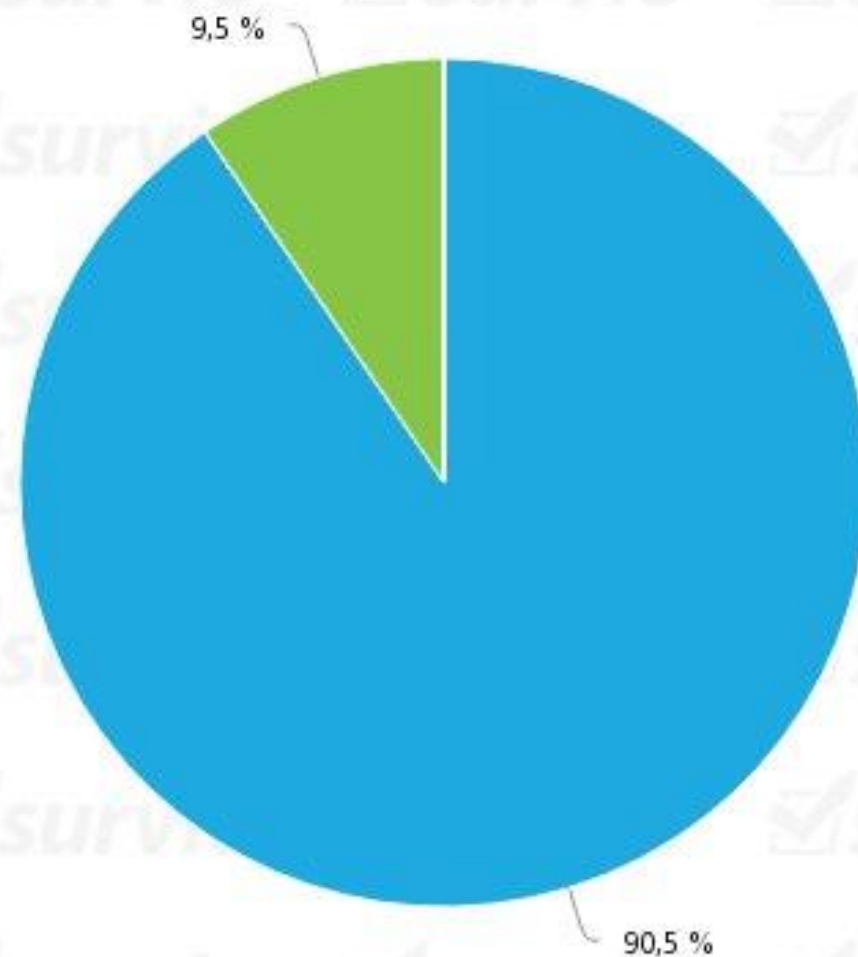
- Several times a day
- Once a day
- 4-6 times a week
- 1-3 times a week
- less than once a week
- I don't drink tea

How often do you buy tea?



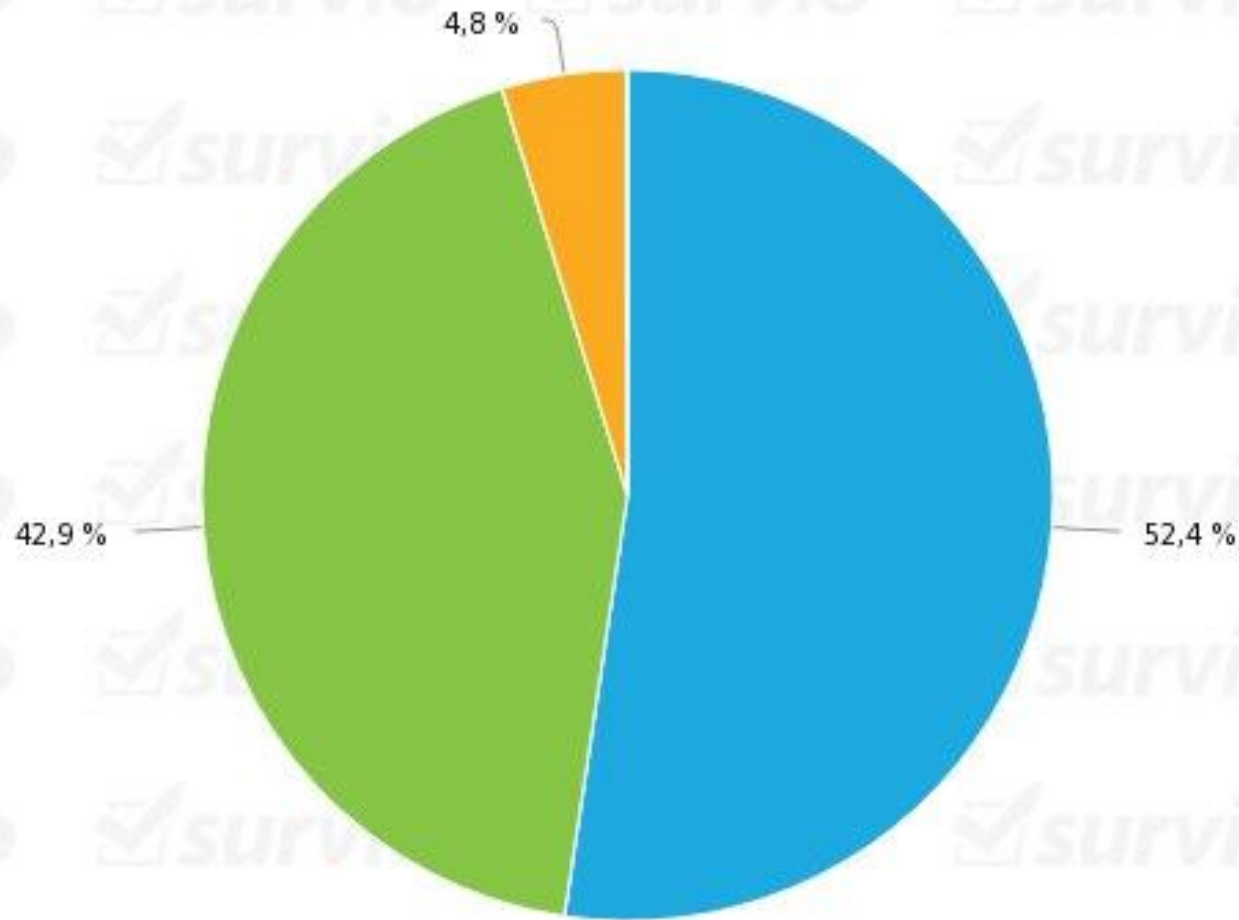
● Once a week ● 2-3 times a month ● Once a month ● Less than once a month ● I don't buy tea

Where do you prefer to buy tea?



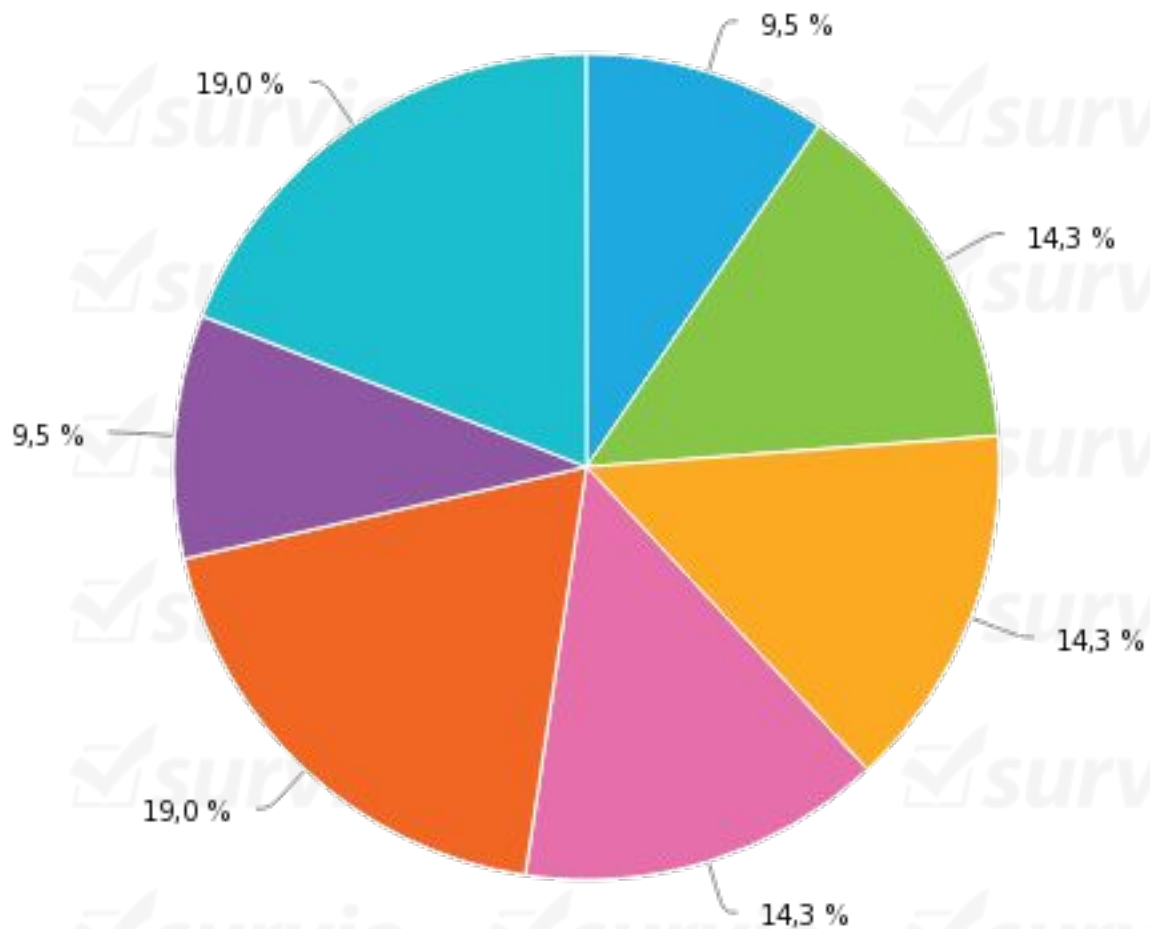
- In supermarkets
- In a grocery store
- In wholesale store
- At the market

What tea do you prefer to drink?



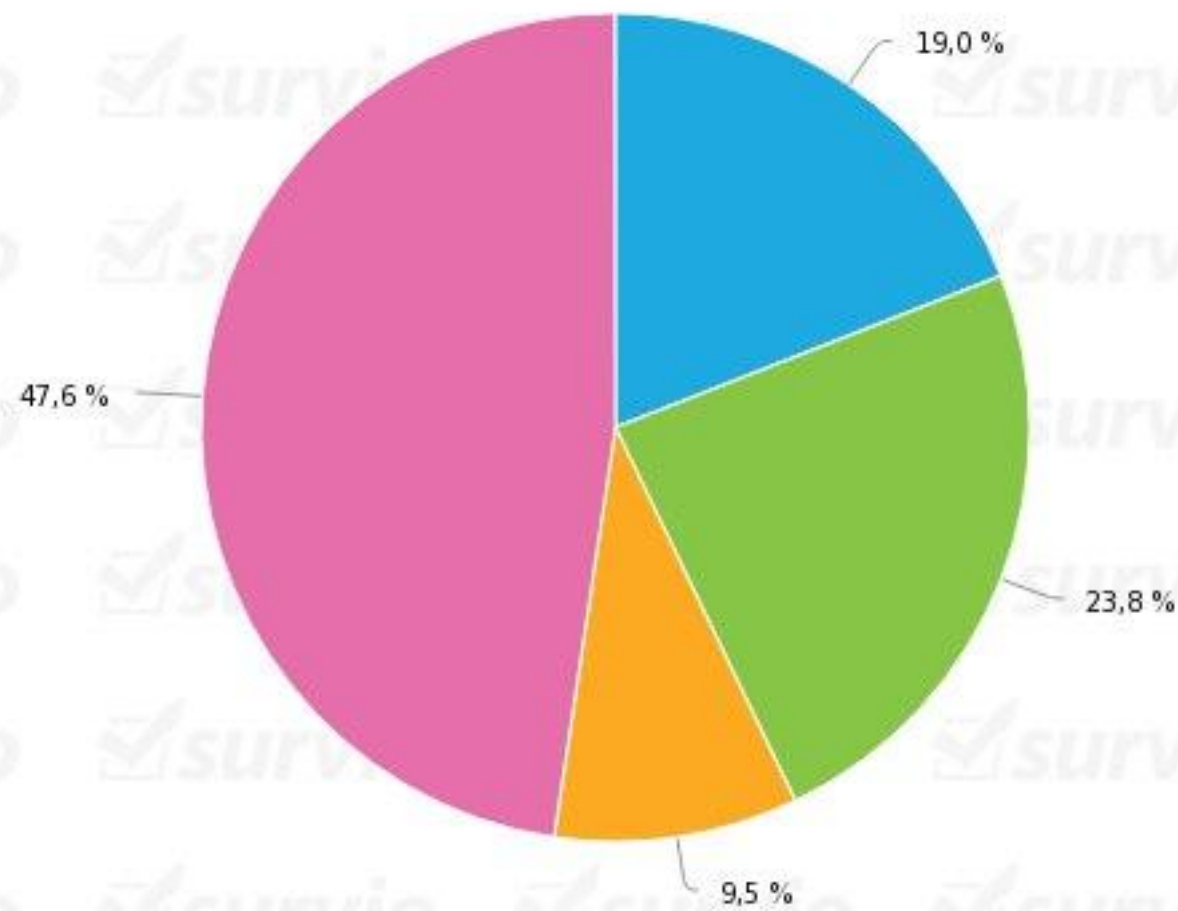
● Black ● Green ● Fruit ● Herbal

What additives do you prefer in tea?



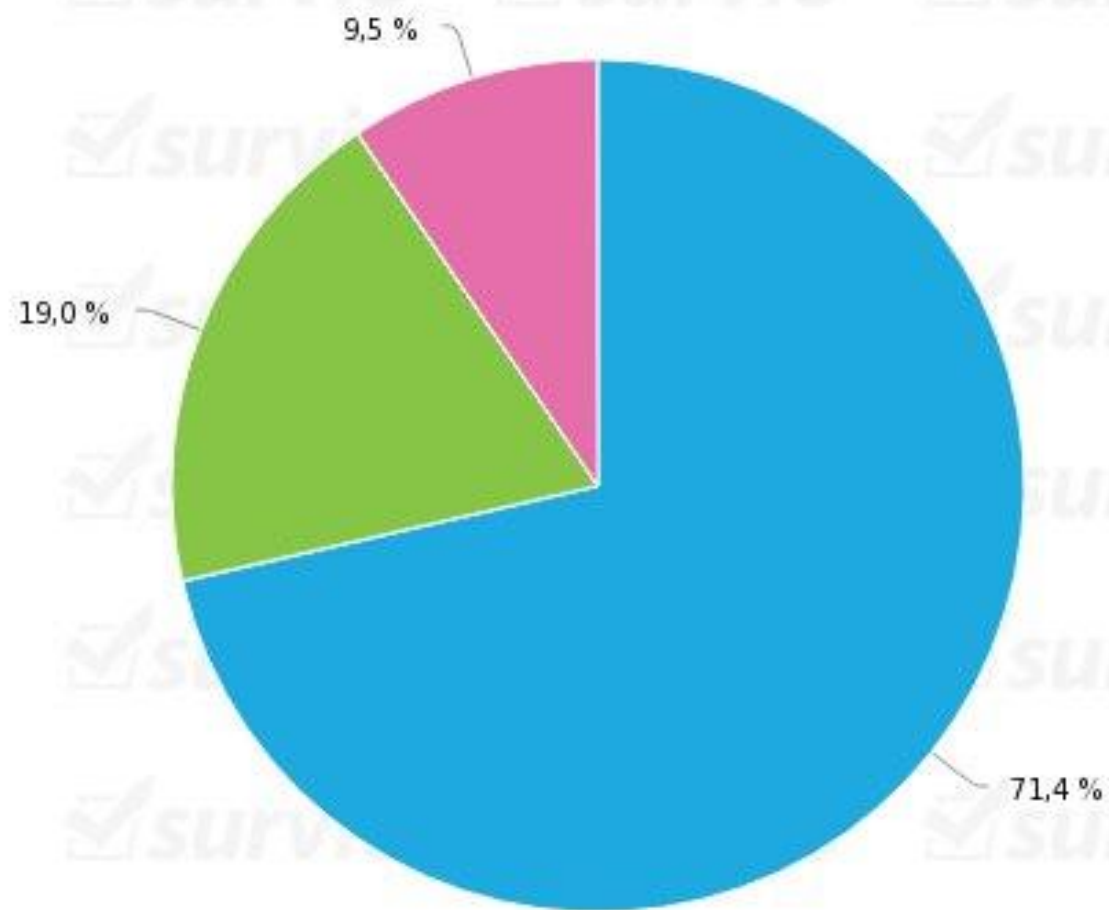
● Fruit ● Herbal ● Fruit and berry ● Ginger ● Flower ● Others ● I don't drink tea with additives

Which country of origin of tea do you prefer?



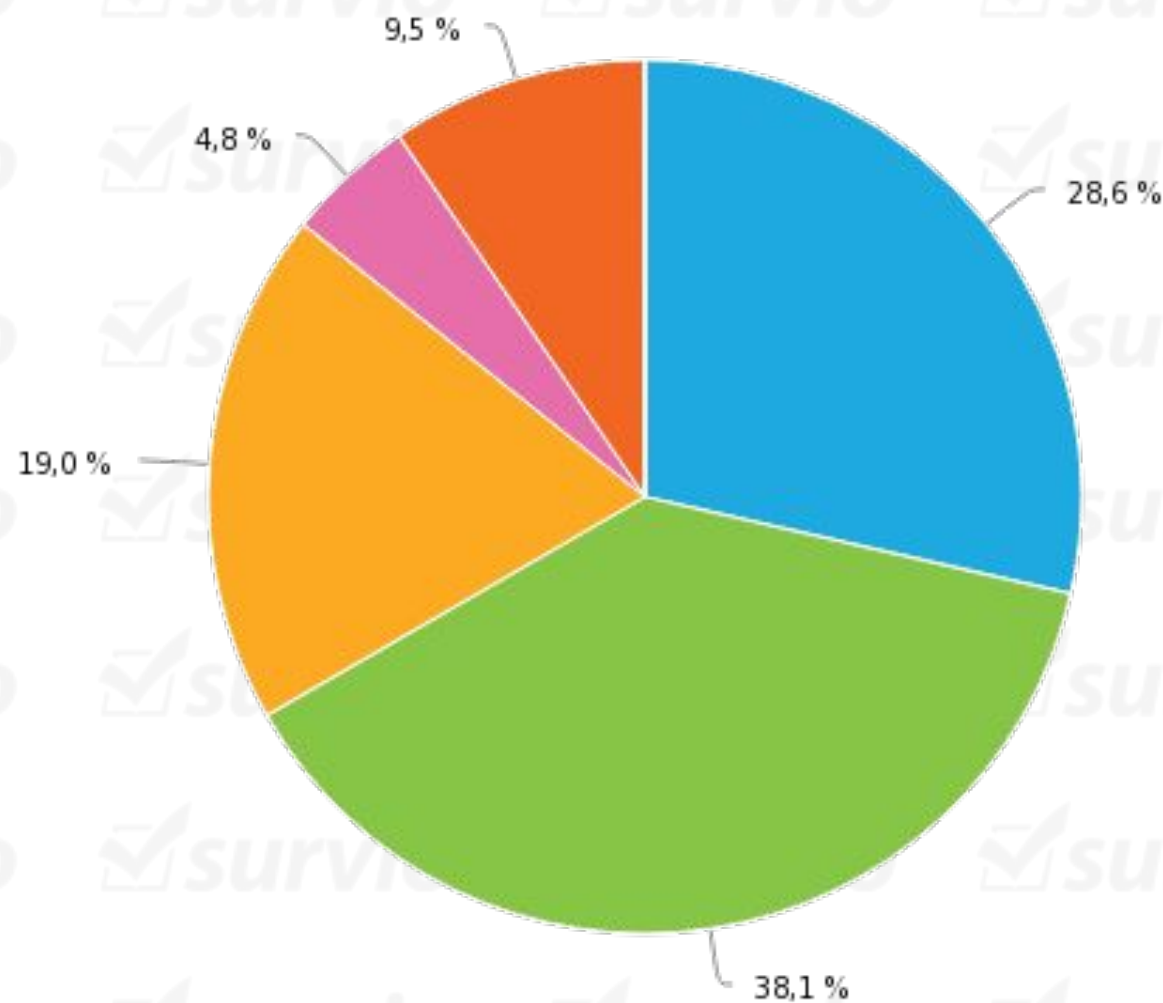
● Sri Lanka ● India ● China ● Difficult to answer

What tea do you buy most often?



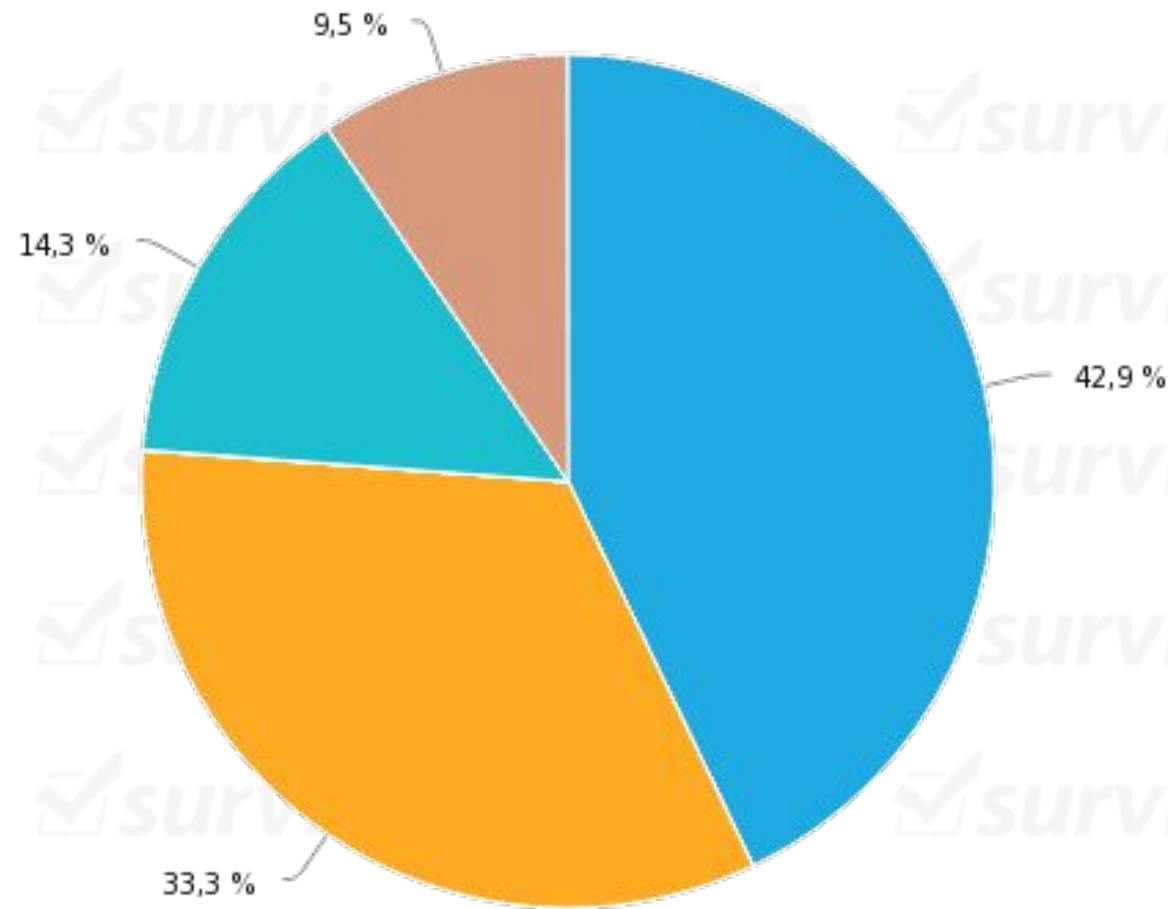
● Tea bags ● Leaf tea ● Granulated tea ● Difficult to answer

Tea Quality =



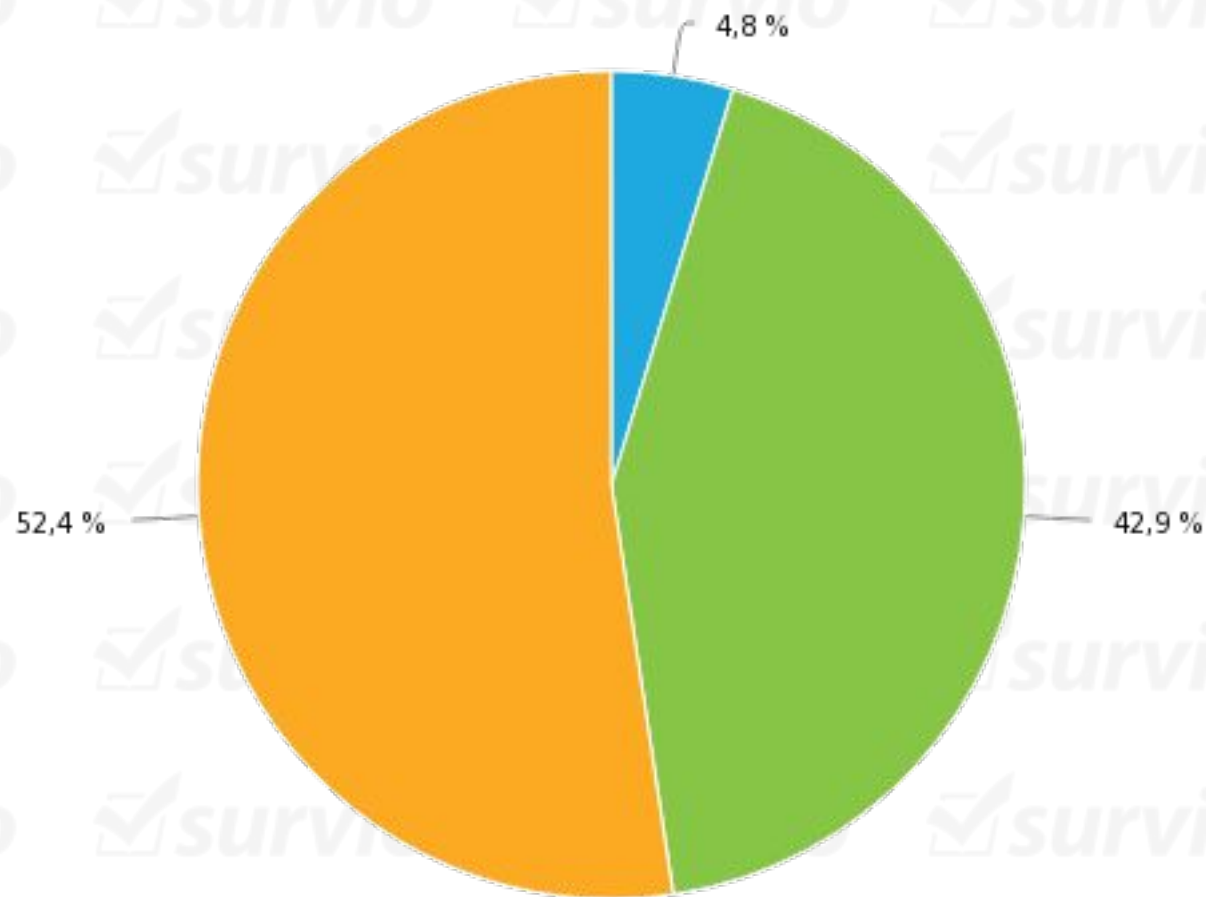
- Brand
- Taste/ Colour/ Flavor
- Tea type
- Country of origin
- Price
- Other

What brand of tea do you prefer?



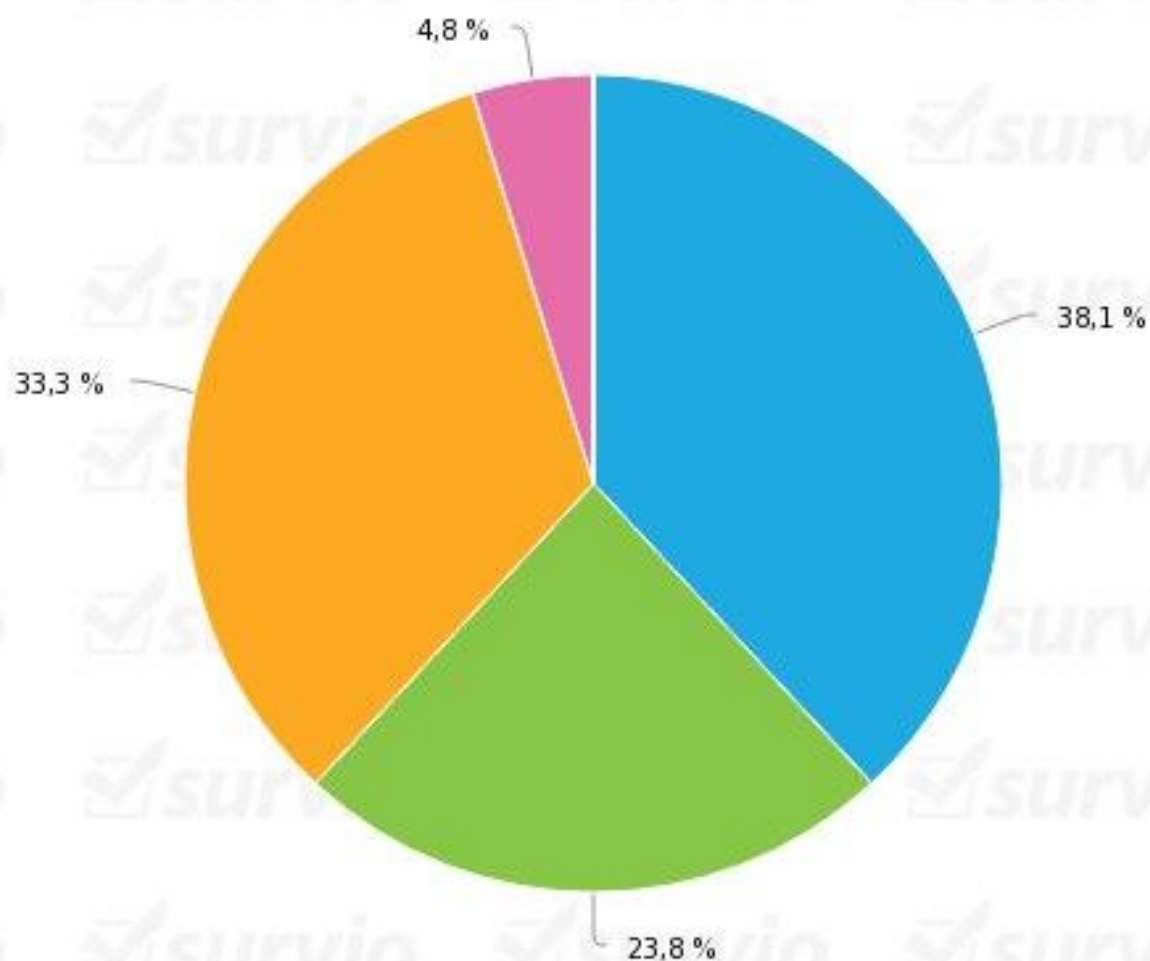
● Lipton ● Ahmad ● Greenfield ● Akbar ● Riston ● Dilmah ● Tess ● Майский чай ● Свой вариант

The choice of the brand of tea



- I always buy the same brand of tea.
- I have 2-3 tea brand, that I only buy.
- I have 2-3 tea brand, that I only buy. But I can try something new.

What influenced the choice of a particular tea brand at the last purchase?



- Good quality of the goods
- Attractive price
- Sales
- Attractive tea packaging
- Recommendations of acquaintances
- Attractive advertising
- Other