

Ty-Phoo®

MAKING TEA SINCE 1903

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THE UK ICED TEA MARKET

£114M

Total UK RTD
Iced Tea Market Value
(In & OOH)

£86M

Total UK RTD
Iced Tea Market Value
(In Home)

80%

Of Iced Tea sales
are from single
serve formats



RSV
MARKET SHARE

£67,940,000

79.0%

£3,440,000

4.0%

£2,150,000

2.5%

£860,000



1%

Source: Statista – RTD Tea UK Report - In Home (Supermarkets & Convenience) – Data To April 2025



Lipton have been dominating the Iced Tea market for years, but at up to £1.85 for a 500ml bottle, outprice the lower income demographic....

WE'RE HERE TO FIX THAT PROBLEM...

The Typhoo brand has a comparable level of fame, and a higher popularity than Lipton.

		Fame	Popularity
	Typhoo	92%	51%
	Lipton Ice Tea	93%	42%

With Millenials, Typhoo has a greater fame than Lipton - Typhoo has a high potential of being able to cross over into the iced tea space.

		Fame	Popularity
	Typhoo	94%	41%
	Lipton Ice Tea	90%	47%

GOOD



Base RRP: £1.85
Promo RRP: £1.00

BETTER



Base RRP: £1.65
Promo RRP: £1.00

BEST

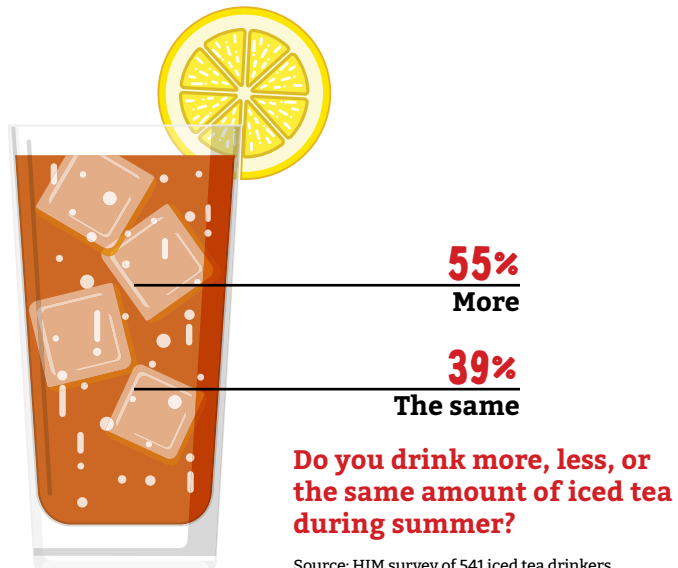


Base RRP: £1.00
Promo RRP: £0.79

THE ICED TEA CONSUMER

Likely to be younger & more health conscious, with higher consumption in the summer months

- Iced Tea appeals to younger shoppers, with 62% having drank the beverage
- London and metropolitan cities over index, with 66% of young Londoners claiming to have consumed iced tea
- 55% of iced tea drinkers claim to increase their consumption during the summer months
- Taste, health and cost are the most important purchase factors forced tea shoppers
- 76% of frequent iced tea shoppers feel that low sugar is important when deciding which product to purchase
- 74% of frequent iced tea shoppers feel that the type and quality of the tea is important when deciding which product to purchase





S30989 - ORIGINAL - 500ML

SKU: TYICEORIG500

EAN: 5050028388777

Case Qty: 12

Case Code: 5050028388814

Case Dims: 206.4 x 201 x 268mm

Case Weight: 6.454kg

Pallet Qty: 120

Layer Qty: 6 x 22

Pallet Height: 1407mm

Pallet Weight: 877kg

S30990 - LEMON - 500ML

SKU: TYICELEM500
EAN: 5050028388784
Case Qty: 12
Case Code: 5050028388821
Case Dims: 206.4 x 201 x 268mm
Case Weight: 6.454kg
Pallet Qty: 120
Layer Qty: 6 x 22
Pallet Height: 1407mm
Pallet Weight: 877kg





S30991 - PEACH - 500ML

SKU:	TYICEPEAC500
EAN:	5050028388791
Case Qty:	12
Case Code:	5050028388838
Case Dims:	206.4 x 201 x 268mm
Case Weight:	6.454kg
Pallet Qty:	120
Layer Qty:	6 x 22
Pallet Height:	1407mm
Pallet Weight:	877kg

S33160 - MANGO - 500ML

SKU:	TYICEMANG500
EAN:	5050028390695
Case Qty:	12
Case Code:	5050028390701
Case Dims:	206.4 x 201 x 268mm
Case Weight:	6.454kg
Pallet Qty:	120
Layer Qty:	6 x 22
Pallet Height:	1407mm
Pallet Weight:	877kg



For more information email: queries@supreme.co.uk
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