

# 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



£67,940,000

79.0%



£3,440,000

4.0%



£2,150,000

2.5%



£860,000

1%

**RSV**



**MARKET SHARE**

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%	<b>51%</b>
	Lipton Ice Tea	93%	<b>42%</b>

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%	<b>41%</b>
	Lipton Ice Tea	90%	<b>47%</b>

**GOOD**



Base RRP: £1.85

Promo RRP: £1.00

**BETTER**



Base RRP: £1.65

Promo RRP: £1.00

**BEST**



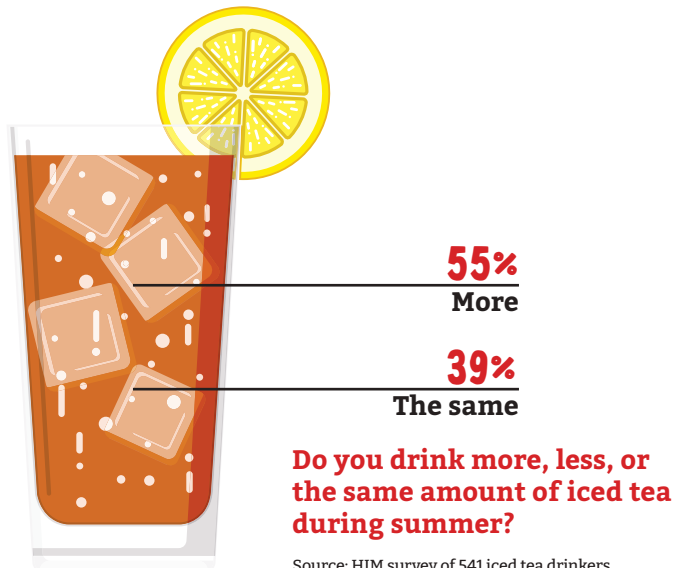
Base RRP: £1.00

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: 132

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:** 132  
**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:	132
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:	132
Layer Qty:	6 x 22
Pallet Height:	1407mm
Pallet Weight:	877kg



For more information email: [queries@supreme.co.uk](mailto:queries@supreme.co.uk)  
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**TYPHOO** is a registered trademark of **Supreme Imports Ltd**,  
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