

Your theme, "Tea & coffee market trends in France," is part of a professional scenario where you will need to analyze and present relevant market data as part of the Saé 1.06 assignment. Here's how you can approach this theme:

Step 1: Understanding Market Trends

You will need to focus on both **tea and coffee consumption trends** in France, including market growth, consumer preferences, and emerging trends. Here are some aspects you can explore:

1. **Market Growth:** Research the size of the tea and coffee market in France, including year-on-year growth.
2. **Consumer Preferences:** Analyze what types of tea and coffee are popular (e.g., organic, fair-trade, specialty coffee, herbal teas).
3. **Emerging Trends:** Look for trends such as the rise in coffee shops, specialty teas, home brewing, sustainability, and eco-friendly packaging.

Step 2: Economic and Business Context

Link your findings to **business development strategies**:

1. **Competitors:** Who are the leading brands or companies in France's tea and coffee industry?
2. **PESTEL Analysis:** Understand how political, economic, social, and technological factors affect this market. For example, how do sustainability regulations impact packaging choices for tea and coffee products?
3. **SWOT Analysis:** Identify strengths, weaknesses, opportunities, and threats. For instance, strength might be the growing demand for high-quality organic products, while a threat could be fluctuating prices of raw materials.

Step 3: Collecting and Analyzing Information

Per your assignment requirements(Enoncer):

1. **Collect Three Articles:** Find three relevant articles about tea and coffee market trends in France using resources like Factiva, Europresse, or Statista. You will use these articles to create arguments and support your presentation.
2. **Create Questions:** Formulate three questions based on the articles you collect. These questions should help you delve deeper into understanding the trends.

Step 4: Presentation Structure

Your group will need to prepare a presentation:

- **Introduction:** Provide an overview of the tea and coffee market in France.
- **Market Analysis:** Each student should present different aspects of the trends (e.g., consumer behavior, competition, or new product lines).
- **Conclusion:** Discuss opportunities and threats for your business or the market in general (e.g., rising demand for sustainable products vs. increasing competition).

Step 5: Resources

You can use the following resources for data collection:

- **University Library:** Access databases like Statista or Factiva for relevant market data.
- **Websites:** Websites like **Journal du Net** and **Statista** are great for market statistics.