

Table 22.3. Segments identified among tea consumers

	Segment		
	1	2	3
<i>Base size</i>	17	74	143
<i>Additive constant</i>	50	64	67
Segment 1: Variety seekers			
E06 Wellness teas with ginger, ginseng, Saint-John's-Wort or <i>Echinacea</i> made with pure spring water	21	-28	-6
E08 Teas with frothy milk, sugar, and spices for that feeling of the exotic	21	-22	-28
E09 Teas infused with exceptional fragrance, superb flavors and a hint of spice	17	-23	2
E01 Blended black teas . . . strong, potent and dark	16	2	-3
E16 Mixed berry, honey, lemon ginseng, cinnamon apple, chamomile, peppermint, lemon, orange . . . whatever you're looking for	15	-17	5
E04 Teas with a milky flavor to counter balance the flavor strength of the leaves	14	-16	-26
E03 Black teas with bold fruit flavors	14	-20	-2
E11 With a spritz of lemon and a cookie	13	-11	-7
E05 Teas . . . high in antioxidants, vitamins and minerals	11	-6	5
E02 Green teas with a delicate, clean taste and pale green color	10	-14	3
E07 Herb teas with naturally occurring flavonoids and antioxidants	9	-17	3
E27 It quenches THE THIRST	9	1	0
E13 Premium quality	7	2	3
E19 Quick and fun . . . ready to drink	6	0	-1
E32 Made from exotic teas . . . like Roobois, Mate, Pu Erh, Honeybush	5	-13	-8
E24 Looks great, smells great, tastes delicious	5	3	3
E23 Now you can escape the routine . . . a way to celebrate special occasions	5	0	0
Segment 2: No frills			
E28 From Lipton	4	5	1
E10 Drinking hot tea is so inviting	0	5	3
E05 Teas . . . high in antioxidants, vitamins and minerals	11	-6	5
E12 Decaffeinated or diet . . . whatever you need	-2	-8	-5
E11 With a spritz of lemon and a cookie	13	-11	-7
E32 Made from exotic teas . . . like Roobois, Mate, Pu Erh, Honeybush	5	-13	-8
E02 Green teas with a delicate, clean taste and pale green color	10	-14	3
E04 Teas with a milky flavor to counter balance the flavor strength of the leaves	14	-16	-26
E16 Mixed berry, honey, lemon ginseng, cinnamon apple, chamomile, peppermint, lemon, orange . . . whatever you're looking for	15	-17	5
E07 Herb teas with naturally occurring flavonoids and antioxidants	9	-17	3
E03 Black teas with bold fruit flavors	14	-20	-2
E08 Teas with frothy milk, sugar, and spices for that feeling of the exotic	21	-22	-28
E09 Teas infused with exceptional fragrance, superb flavors and a hint of spice	17	-23	2
E06 Wellness teas with ginger, ginseng, Saint-John's-Wort or <i>Echinacea</i> made with pure spring water	21	-28	-6
Segment 3: Health conscious			
E05 Teas . . . high in antioxidants, vitamins and minerals	11	-6	5
E16 Mixed berry, honey, lemon ginseng, cinnamon apple, chamomile, peppermint, lemon, orange . . . whatever you're looking for	15	-17	5
E12 Decaffeinated or diet . . . whatever you need	-2	-8	-5
E34 Now available in a self-heating can	-3	-3	-5
E06 Wellness teas with ginger, ginseng, Saint-John's-Wort or <i>Echinacea</i> made with pure spring water	21	-28	-6
E11 With a spritz of lemon and a cookie	13	-11	-7
E32 Made from exotic teas . . . like Roobois, Mate, Pu Erh, Honeybush	5	-13	-8
E04 Teas with a milky flavor to counter balance the flavor strength of the leaves	14	-16	-26
E08 Teas with frothy milk, sugar, and spices for that feeling of the exotic	21	-22	-28