Lemon Ginger Tea Review Analysis

Powered by Yogi

Methodology

Yogi analyzed 652 reviews of Lemon Ginger tea across 3 brands.



Bigelow

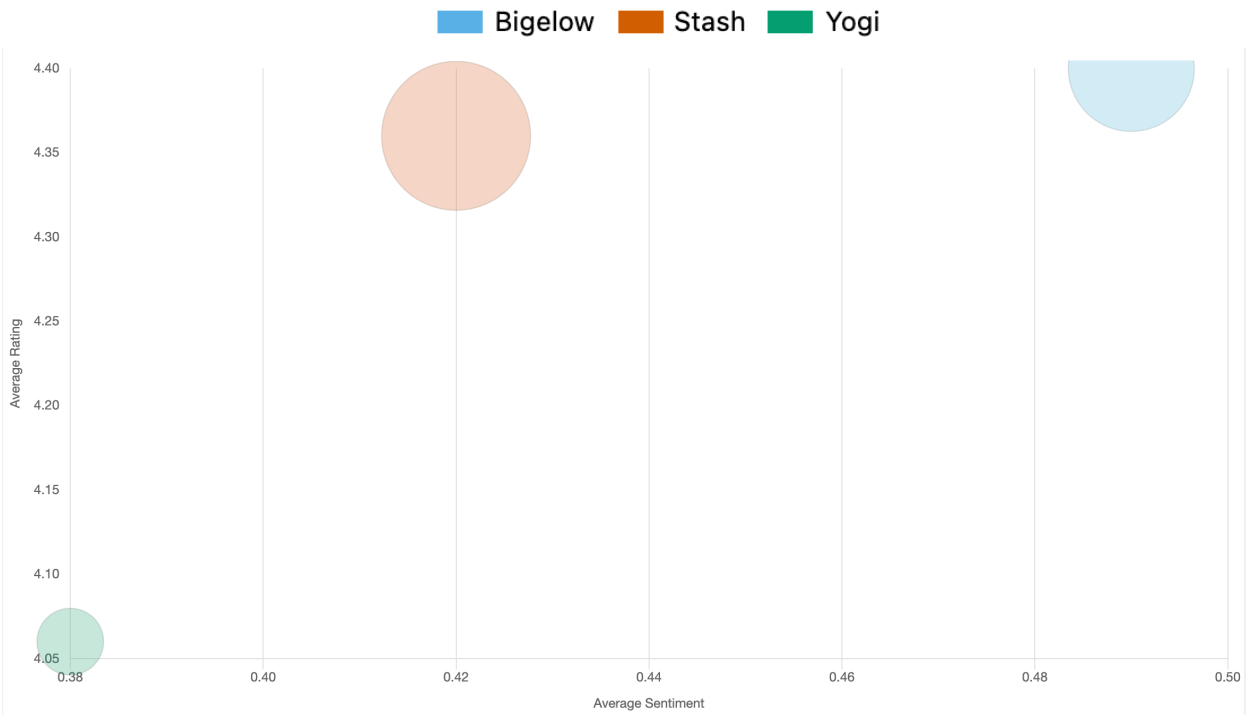


Stash



Yogi

Which Brand Is Performing Best



Based on Yogi's breakdown of Star Ratings and Sentiment, we see that Bigelow is the top performing brand for Lemon Ginger tea, while Yogi tea is the lowest performer. Review counts (represented by size of bubble) also give insight into relative eCommerce activity, showing that Stash and Bigelow are also outperforming Yogi by significant margins.

Diving Into Taste: Bigelow vs Stash

Using its advanced NLP algorithms, Yogi isolated reviews focused on taste to compare sentiment between the two brands.

Brand	Sentiment of Taste Related Reviews	# of Taste Related Reviews
Bigelow	0.59	124
Stash	0.55	149

While Bigelow is ahead of Stash in overall sentiment, from a Taste perspective both products are very close. This implies that Stash is underperforming in other categories. A deeper dive shows significant negative sentiment around Stash's tea bags. Sample reviews below.

"These tea bags have a tendency to tear open when shaken in a bottle"

"To make matters worse the teabag can not stand up to use."

Bigelow Tea Deep Dive: Impact Of Individual Ingredients

Using Yogi's ability to filter reviews based on sentiment, theme, and brand, two notable insights were found based on specific ingredients used in the Bigelow Lemon Ginger Tea.

The first was around Bigelow's addition of Probiotics in the tea, which was unique across the three teas analyzed. Although advertised significantly on the product, Probiotics were only mentioned in ~7% of total reviews of Bigelow Lemon Tea. At the same time sentiment of this theme was relatively varied, with only 64% of reviews talking about the probiotics positively. Reading actual reviews, we see that some users are unsure about what difference probiotics make in the product.

"Don't know about the probiotics, though it seems to be fine with my stomach so far."

"It claims additional benefit of probiotic but I have no idea to verify the health claim."

Aside from probiotics, the other call out was around the use of Soy Lecithin in Bigelow's Lemon Tea product. Based on consumer reviews and sentiment, we see that the inclusion of this ingredient has caused users to switch to other tea brands. Also of note are reviews calling out the use of Soy Lecithin in Stash products as well, though these reviews stopped at the end of 2018 implying that they changed their ingredients to no longer include the product.

"Love the flavor of this tea- but Im VERY upset to see SOY LECITHIN in the ingredients!!!! WHY???? Will never order again.."



Want to see the full analysis?

This is just a preview of the insights Yogi can generate. Want to see more? Reach out for a demo today.

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.