

THE FUTURE OF TEA: 2019

Global Annual Review: what's now and what's next for the tea market.



David Faulkner, Associate
Director - Mintel Food &
Drink



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Tea on a lifestyle mission

- Supercharged teas move into the wellness sector
 - Graph 1: black/green tea launches flavoured with added herbs/spices, Dec 14-Nov 18
- Tea embraces the 'vegan' milk trend
- Fresh boost for cold tea infusions as an alternative to sugary soft drinks

The Experience Factor

- It's tea time for India's café culture
- Starbucks entertains with Teavana, and launches the brand into grocery stores
- Brands leverage the 'circular' experience

Botanical boost for RTD tea

- Flower power in Latin America
- Health-boosting botanicals take centre stage in RTD innovation
- Cannabidiol appears on the horizon

IN THE NEXT TWO YEARS

- Mintel's perspective

Spotlight on Insta-worthy specialties

- Starbucks makes a buzz with its colour-changing Butterfly Pea Flower Cold Brew
- Butterfly pea flower is both natural and 'Insta-worthy'
- Purple tea blossoms

Potential for probiotics

- Untapped opportunities for digestive health associations
- Probiotic-rich Chinese dark tea goes international
- Still niche globally, probiotic teas emerge in the US market

"Plastic-free" becomes part of the sustainability agenda

- Plastic-free tea bags: zooming in on "hidden" plastics

The Future of Tea: 2019

- Plastic-free 'Trust Mark' to enhance consumer awareness in the UK
- Some fast-growing premium brands leverage 'plastic-free' as part of a wider green positioning

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- New era of 'fair' tea
- Tea for the foodie
- The "world's first oral care tea" opens the door for further innovation

KEY MARKET DATA

- India is the biggest global tea market by volume
- India is the biggest global tea market by volume
 - Graph 2: tea & infusions, retail volume sales (tonnes), top 5 markets, 2018 (est)
- Healthy growth: the fastest growing markets
 - Graph 3: tea and infusions (retail), fastest growing markets (5 years CAGR by value, 2013-17)
- Turkish consumers drink more tea than the rest of the world
- Turkish consumers drink more tea than the rest of the world
 - Graph 4: tea and infusions, retail market per capita consumption (kg), top five markets, 2018 (est)
- Across regions, tea bags are the leading format type in launch activity – pods remain niche (and future growth may be limited by plastic issues)
 - Graph 5: tea launches, by format and region, Dec 17-Nov 18
- Asia Pacific features the highest relative share of RTD tea launch activity, followed by North America
 - Graph 6: tea and RTD tea launches, by region and sub-category, Dec 17-Nov 18

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([see Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850