

# THE FUTURE OF TEA: 2020

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

### Rise of functional botanical blends

- Leverage the power of botanicals
- Leverage the power of botanicals
- 'Have it all' functional teas bridge botanicals with supplements
- Botanical flavours boom in RTD tea

### Image makeover for RTD tea

- RTD tea: beyond the sweet spot
- Indulgent bubble tea faces a health upgrade
- Trend alert for cold-brew tea

### Spotlight: plastic-free teabags

- Ditch polypropylene from teabags, switch to plant-based alternatives
- Plastic-free becomes a status to shout about
- Think through every layer

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Holistic health moves into focus

- Revive tea as the go-to drink for stress relief
- Adaptogens are coming to the fore
- Expand tea's horizon with CBD

### Sparkling tea is set for growth

- Explore sparkling tea's potential beyond kombucha
  - Graph 1: RTD tea launches (excl kombucha), % carbonated, by region, Sep 17-Aug 19
- The changing soft drinks landscape paves the way for sparkling tea
- The changing soft drinks landscape paves the way for sparkling tea
- Unlock new segments with sparkling tea

## Snack revolution in the tea aisle

- Edible Teas bring snack appeal to the tea category
- Demand for healthy and natural snacks suits the 'edible tea' concept
- Asia serves as a hotbed of innovation for snack-style RTD teas

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Tech-powered functional teas
- Blockchain, driver of sustainable supply chains
- Freshness to emerge as a new frontier

## KEY MARKET DATA

- India defends top spot as biggest global tea market
- Tea performance: fastest and slowest growing markets
- Tea bags are still the most active format globally, loose tea a close second in APAC
  - Graph 2: tea launches, by format and region, Dec 2018-Nov 2019
- North America features the highest relative share of RTD tea launches
  - Graph 3: tea and RTD launches, by region and subcategory, Dec 2018-Nov 2019
- Flavour ranking reflects botanical boom in the tea category

### 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](http://www.mintel.com)

email: [store@mintel.com](mailto: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