

# THE FUTURE OF TEA: 2023

Tea brands can future-proof the category by recruiting the next generation of consumers, being relevant to the sober lifestyle and focusing on sustainability.



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# Report Content

- Meet Mintel's global tea expert
- The now, the next and beyond

## WHERE WE ARE NOW

- As a habitual drink, tea is weathering the inflationary storm
- Tea innovation mirrors COVID-19 lockdowns
  - Graph 1: tea launches, by sub-category, 2018-22
- Long-term health and sustainability trends remain intact, while functionality takes a breather
  - Graph 2: tea and RTD tea launches, by ethical & environmental and functional claims, 2018-22
  - Graph 3: tea and RTD tea launches, by functional claim, 2020-22
- What we have seen

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Make tea appealing to the next generation

- Appeal to the disengaged young consumers
- Engage disinterested younger consumers through cold tea
  - Graph 4: type of tea consumed, by generation, 2022
- Excite younger consumers with innovative formats and customisable options
- Category blurring can appeal to young, adventurous tea drinkers
- Position tea as a 'health hack'

### Capitalise on the growing sober-curious movement

- The sober-curious lifestyle moves into the mainstream
- RTD tea can use sparkling tea to target alcohol consumption occasions
- RTD tea offers relaxation and calming benefits to sober-curious consumers
- RTD tea delivers a 'health halo' and adds culturally relevant flavours to the alcohol category
- Hot tea can play in the alcohol alternative space

### Drive the sustainable agenda

- Sustainability claims continue to gain momentum in tea launches
  - Graph 5: tea launches, by select claims, 2018-22
- Tea brands need to continue to flex their eco credentials to win over consumers
- Bagged tea will remain relevant, but must improve its eco-friendly offering

## The Future of Tea: 2023

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- Sustainably packed loose-leaf tea can be good for people and planet
- Climate-friendly claims poised to grow, but greater transparency is needed

### IN FIVE YEARS AND BEYOND

- Mintel recommends
- Cultural exchange will spur new ways to drink tea
- Tea can capture more energy occasions
- Tea boasts healthy, natural energy
- Freezing tea can unlock new markets

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