

SOUTH AFRICAN TEA MARKET INSIGHTS REPORT

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COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

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Our bespoke Industry and Market Intelligence can help give the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision. From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Intelligence is designed to meet your unique needs.



QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

OUR FOOD AND BEVERAGE EXPERIENCE

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Tea Market Insights Report (71 pages)** provides a dynamic synthesis of industry research, examining the local and global **Tea industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, industry drivers, and challenges.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Tea Industry Section:

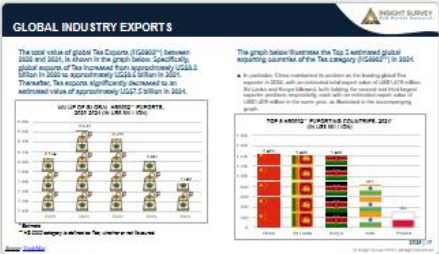
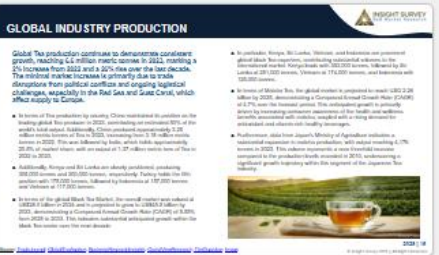
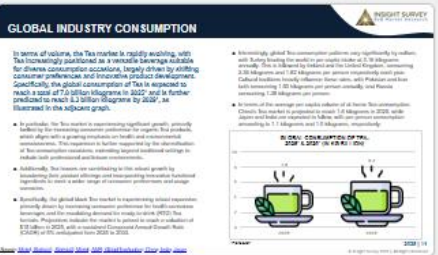
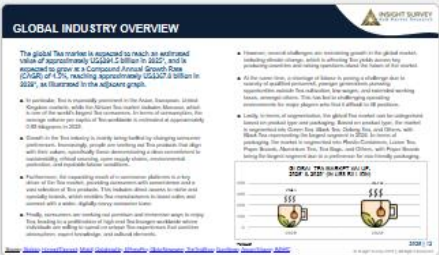
- What are the current market dynamics (production, consumption, imports and exports trade) of the Global Tea industry?
- Which are the key markets within the Global Tea industry?
- What are the latest Global Tea industry trends, innovation and technology, drivers, and challenges?

For the South African Tea Industry Section:

- What are the current market dynamics (market size, market value, market volumes, imports and exports trade): 2019-2024 Actual, 2025-2029 Forecasts, and distribution channels?
- What are the latest South African Tea industry trends, innovation and technology, drivers, and challenges?

SCREENSHOTS FROM REPORT

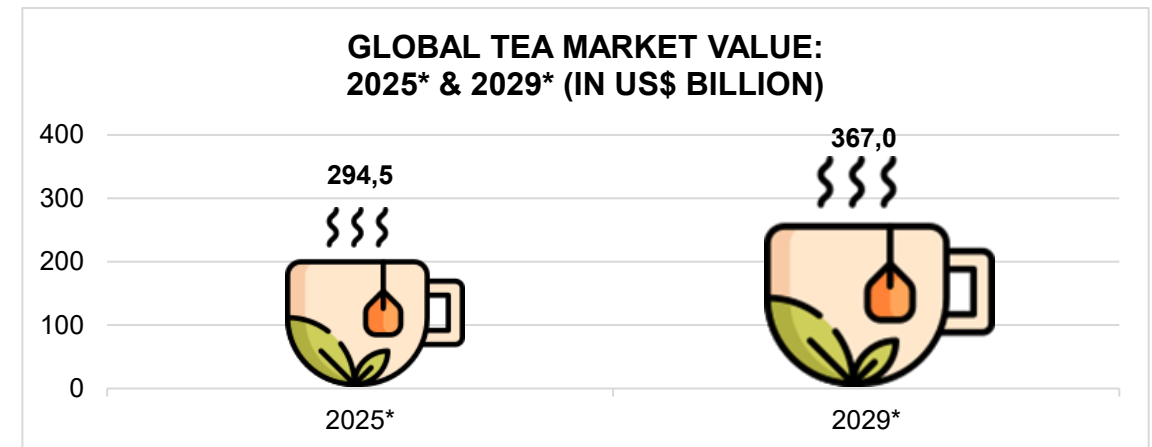
71-page report filled with detailed charts, graphs, and insights



The global Tea market is expected to reach an estimated value of approximately US\$294.5 billion in 2025*, and is expected to grow at a Compound Annual Growth Rate (CAGR) of 4.5%, reaching approximately US\$367.0 billion in 2029*, as illustrated in the adjacent graph.

- In particular, Tea is especially prominent in the Asian, European, United Kingdom markets, while the African Tea market includes Morocco, which is one of the world's largest Tea consumers. In terms of consumption, the average volume per capita of Tea worldwide is estimated at approximately 0.95 kilograms in 2025.
- Growth in the Tea industry is mainly being fuelled by changing consumer preferences. Increasingly, people are seeking out Tea products that align with their values, specifically those demonstrating a clear commitment to sustainability, ethical sourcing, open supply chains, environmental protection, and equitable labour conditions.
- Furthermore, the expanding reach of e-commerce platforms is a key driver of the Tea market, providing consumers with convenience and a vast selection of Tea products. This includes direct access to niche and specialty brands, which enables Tea manufacturers to boost sales and connect with a wider, digitally-savvy consumer base.
- Finally, consumers are seeking out premium and immersive ways to enjoy Tea, leading to a proliferation of high-end Tea lounges worldwide where individuals are willing to spend on unique Tea experiences that combine atmosphere, expert knowledge, and cultural elements.

- However, several challenges are restraining growth in the global market, including climate change, which is affecting Tea yields across key producing countries and raising questions about the future of the market.
- At the same time, a shortage of labour is posing a challenge due to scarcity of qualified personnel, younger generations pursuing opportunities outside Tea cultivation, low wages, and extended working hours, amongst others. This has led to challenging operating environments for major players who find it difficult to fill positions.
- Lastly, in terms of segmentation, the global Tea market can be categorised based on product type and packaging. Based on product type, the market is segmented into Green Tea, Black Tea, Oolong Tea, and Others, with Black Tea representing the largest segment in 2024. In terms of packaging, the market is segmented into Plastic Containers, Loose Tea, Paper Boards, Aluminium Tins, Tea Bags, and Others, with Paper Boards being the largest segment due to a preference for eco-friendly packaging.



*Forecast

Matcha Tea Trending in the Local Market

- Within the South African Tea market, Matcha is emerging as a fast-growing trend, driven by rising consumer interest in its functional benefits and lifestyle appeal. As a result, new store openings, brand partnerships, and product innovations centred around Matcha continue to gain traction, reflecting growing demand for healthier beverage alternatives.
- More specifically, consumers are increasingly seeking healthier-oriented drinks, and Matcha has gained popularity due to its high antioxidant content, particularly catechins, which support cellular health and combat ageing. In addition, Matcha contains L-theanine, a natural compound that provides sustained energy and improved mental clarity, offering a balanced alternative to traditional caffeinated beverages.
- Demonstrating this growing demand, several Matcha-focused stores and product ranges have recently launched in the South African market. For example, Love Matcha opened a dedicated store at Mojo Market, offering authentic Japanese Matcha products. Similarly, Ahlan Matcha expanded its presence with a new outlet in Emmarentia, Johannesburg, further cementing Matcha's growing footprint in South Africa.
- In addition, established South African brands are also capitalising on this trend. For example, Bootlegger Coffee Company, a South African coffee franchise brand, partnered with Ceremony South Africa to introduce a dedicated Matcha range across its stores. By integrating Matcha into its menu, the company continues to offer healthier options for consumers.
- Furthermore, red espresso®, a local rooibos Tea manufacturer, launched an innovative home-use Matcha range, including South Africa's first Nespresso®-compatible Matcha capsules, available in original and vanilla flavours at Woolworths stores nationwide.
- Therefore, as South African consumers continue to prioritise wellness and seek functional beverage options, Matcha is well-positioned to remain a prominent category within the local Tea market. Its combination of health benefits, product versatility, and growing availability supports its continued growth in South Africa's evolving Tea landscape.



Dilmah Launches 'Exquisitely Flavoured' Tea Collection

- In June 2025, Dilmah South Africa introduced its captivating new 'Exquisitely Flavoured' Tea range, marking a vibrant expansion into premium, taste-focused infusion.
- Crafted to delight modern consumers, the collection combines real fruit, herbs, and spices with Dilmah's renowned Ceylon Single-Region Teas, resulting in flavour combinations that promise 'double the deliciousness'.
- The lineup includes 8 blends, such as Peach & Lychee, Apple, Cinnamon & Vanilla, Cherry & Almond, Ginger & Honey, Orange & Ginger, Forest Berry, Lemon & Lime, and Mango & Strawberry.
- Each offering a sensory journey that complements Dilmah's signature garden-fresh purity, the Teas are available in individually wrapped bags, bringing café-quality flavour to home brewing.



Tetley Releases New Decaffeinated Black Tea Blend

- In May 2025, Tetley expanded its Tea portfolio with the launch of a new full-flavoured decaffeinated blend, now available for both the hospitality industry and general retail.
- The new decaf Tea aims to meet rising consumer demand for healthier lifestyle options and caffeine-free alternatives, without compromising on taste or quality. The blend is described as rich and satisfying, and ideal for moments of relaxation, for cutting caffeine intake, and improving sleep quality.
- Tetley has positioned this launch as part of a broader wellness shift in the Tea category, which continues to see increased interest in functional and better-for-you offerings.



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CAPE TOWN

+27 (0)21 045 0202

Unit 154 B&C, Block E
19 Edison Way, Millennium Business Park
Century City
7441

info@insightsurvey.co.za

www.insightsurvey.co.za

JOHANNESBURG

+27 (0)10 140 5756

1 Wedgewood Link
Bryanston
Johannesburg
2191