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SOUTH AFRICAN TEA

INDUSTRY INSIGHTS SAMPLE REPORT

Published: SEPTEMBER 2026



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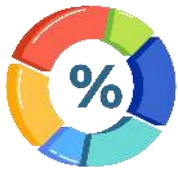
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Survey Insights

Gain strategic insights through:

- Interviews/surveys with B2B stakeholders and decision-makers
- Consumer surveys

Helping you understand:

- Market perceptions,
- Purchase behaviour,
- Brand loyalty, and
- Factors that will drive your market share and business growth.



Quarterly Industry Intelligence Report

More than just market intelligence, the monitor becomes a **valuable knowledge-sharing tool** helping leadership teams with decision-making through providing updated:

- Competitor News & Financial Results
- Product Launches
- Industry Trends
- Global & SA News & Legislation
- Innovation & Technology
- Socio-Political

The result is **clear, decision-support intelligence** that helps your business:

- Anticipate risks,
- Identify opportunities, and
- Stay ahead of market change.



The **South African Tea Market Sizing and Competitor Analysis Insights Report (64 pages)** provides a dynamic synthesis of industry research, examining the local **Tea Industry**, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.



Key questions the report will help you to answer

SA Market Sizing & Competitor Analysis

- ▲ What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- ▲ What is the latest company news for key players in terms of products, services, and new launches?
- ▲ How does each key player position themselves, and what are the strategic implications?
- ▲ For each key manufacturer, what are the brands and products offered?

COMPANIES IN COMPETITOR ANALYSIS



SCREENSHOTS FROM REPORT

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



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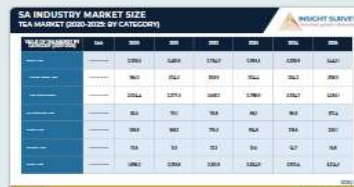
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SAMPLE FROM REPORT

CARMIÉN COMPANY NEWS



Carmién Hosts Women's Wellness Cooking Event

In August 2026, Carmién hosted a Women's Wellness Cooking Event bringing women together for conversations, cooking and practical wellness guidance. The event featured Dr Ledivia Strauss, who shared insights on women's health and wellness, while participants also explored recipes and healthy-living tips. The event supports Carmién's women's wellness focus and Rooibos wellness. **(11 August 2026)**



Carmién Celebrates Mandela Day with Winter Warmer Hampers

In July 2026, Carmién distributed Winter Warmer Hampers to families in Eendekuil and Clanwilliam, South Africa's rooibos growing region, as part of its Mandela Day activities. The initiative provided warmth and support to local families while reflecting on Carmién's commitment to communities where its Rooibos is grown, and colleagues, growers and partners live and work. **(18 July 2026)**



Carmién Announces its Partnership with Springbok Cobus Reinach

In July 2026, Carmién announced its partnership with Springbok player, Cobus Reinach, positioning him as part of the Carmién Tea family and brand ambassador. The collaboration focuses on wellness, recovery and maintaining balance beyond professional rugby, with Carmién highlighting its functional Rooibos range as part of Reinach's daily wellness routine and recovery. **(3 July 2026)**



Carmién Launches its New Rooibos Cooking Teabags

In March 2026, Carmién launched a new range of cooking teabags in collaboration with food writer Carmen Niehaus, expanding Rooibos into home cooking. The range includes a Pure Rooibos Combo Pack with red and green Rooibos cooking bags and a Spicy Rooibos Masala Chai blend with aromatic spices. The teabags can be used as a stock or steeped directly into dishes to add flavour. **(30 March 2026)**



Carmién Launches New Ashwagandha Wellness Blend

In February 2026, Carmién introduced a new Ashwagandha wellness blend combining rooibos, ginseng, ginger and chai spices. The caffeine-free blend is positioned as an everyday wellness Tea supporting stress management and balance. The product was promoted as Made in South Africa and forms part of Carmién's expanding wellness tea portfolio. **(25 February 2026)**



Carmién Refreshes Cranberry & Hibiscus Cold Brew Packaging

In February 2026, Carmién gave its Cranberry & Hibiscus Cold Brew a fresh new look while retaining its refreshing, fruity and floral flavour. The sugar-free rooibos and hibiscus blend combines berry flavours, dried berries and hibiscus pieces and brews to a pink-red colour. Designed for cold-water brewing, the Tea can be steeped directly in a bottle, glass or jug for everyday hydration. **(18 February 2026)**



Carmién Celebrates Rooibos Day 2026 with Its Rooibos Journey

In January 2026, on Rooibos Day 2026, Carmién highlighted its South African Rooibos heritage, sustainable farming practices and community upliftment, while showcasing its journey from the Cederberg to global markets. The company also highlighted its product innovation, including green Rooibos, functional powders, cold brews and wellness blends. **(16 January 2026)**



Carmién Expands South African Rooibos Presence in China

In December 2025, Carmién expanded its presence in China through Standard Bank's China Unlocked initiative, which helped the company connect with trusted importers and navigate the local market. The company highlighted the growing appeal of South African Rooibos in China, where consumers refer to it as "Bosher Cha" ("the doctor's tea"), and identified China as a key growth market. **(5 December 2025)**



CARMIÉN
Rooibos tea

SAMPLE FROM REPORT

JOEKELS TEA PACKERS BRANDS/PRODUCTS

IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	JoeKels Black Tea 100's	A traditional black Tea offering, available in Tea bags and loose-leaf formats.		Laager Pure Rooibos	A rooibos Tea that is made using 100% pure rooibos and is naturally caffeine-free.
	JoeKels Rooibos 80's	A naturally caffeine-free rooibos Tea offering, available in tea bags.		Laager Tea4Kidz Rooibos	A rooibos Tea range that is created specifically for kids. This range offers several flavours, including regular rooibos and honeybush blend, strawberry, as well as apple and berry and peach and apricot flavours with added Vitamin C.
	Laager Green Rooibos	A range of unfermented green rooibos, including a pure variant and a zesty Citrus & Ginger-flavoured variant.		Phendula Tips	An all-African Tea blend that is sourced from South Africa, Zimbabwe, and Malawi.
	Laager Flavoured Rooibos Tea	A flavoured rooibos Tea range that includes two flavours, namely a Mint flavoured rooibos and Chamomile, and Cranberry and Wild Cherry flavoured rooibos.		Southall's Rooibos	A rooibos Tea product that is produced from over 100 years of brewing history.
	Laager Plus CBD Rooibos	A CBD-infused rooibos Tea that supports nervous system health and restful sleep, consisting of two variants, including CBD rooibos Relax and CBD rooibos Sleep.		Tea Time	A full-bodied Tea blend that is sourced from South Africa and Malawi. The range also includes a naturally sweet and caffeine-free Rooibos variant.

SAMPLE FROM REPORT

THE DAILY COFFEE CAFÉ OVERVIEW

Established in 2013, The Daily Coffee Café is a South African café franchise with a growing national presence. The retailer offers a modern café experience centred around creating neighbourhood spaces where customers can connect, relax, and remain productive.

- Inspired by the café cultures of Cape Town and New York, The Daily Coffee Café’s ‘New-York-meets-Karoo’ concept combines international café influences with local South African character, creating a welcoming café environment and in-store experience.
- Additionally, franchising remains a key component of the company’s growth strategy, with The Daily Coffee Café having expanded its footprint to approximately 40 cafés throughout Gauteng, the Western Cape, Mpumalanga, Eastern Cape, Limpopo, and the North West.
- Across its franchise network, The Daily Coffee Cafés serve a broad selection of hot and cold beverages, complemented by a seasonally evolving all-day food menu.
- More specifically, its hot Tea offering includes traditional loose-leaf Teas, as well as Tea-based beverages such as Chai and Matcha Lattes. The café menu also incorporates Rooibos across specialty beverages such as Red Lattes and Red Cappuccinos, providing alternatives to traditional Tea preparations.
- Furthermore, The Daily Coffee Café’s cold Tea range extends its Rooibos and Matcha offering, with options such as Fresh Red, Rooibos Shakes, Iced Red Lattes and Iced Matcha and Vanilla Lattes.



The Daily Coffee Café Stores:

**2026: 40 SA Stores
(*estimate)**

SPECIALITY DRINKS

RED KAROO

rooibos espresso, white hot chocolate, topped with steamed milk

52

HOT CHOCOLATE

white OR dark hot chocolate, topped with steamed milk

48

CHAI LATTE

chai spice, topped with steamed milk

48

MATCHA LATTE

matcha, topped with steamed milk
add white chocolate

51
8

RED LATTE

red espresso, ¾ steamed milk, topped with foam

49

RED CAPPUCCINO

red espresso, steamed milk, topped with foam

45

LEAF TEA

various flavours - please ask your waitron

32

ICED COFFEE

ICED LATTE

two parts espresso, topped with milk, ice

48

ICED TIN CUP

two parts espresso, condensed milk, topped with milk, ice

58

ICED MOCHACINO

two parts espresso, white OR dark chocolate, topped with milk, ice

58

COFFEE SHAKE

two parts espresso, ice cream, milk

57

FREEZO

choice of coffee, chocolate OR matcha & vanilla

59

VEGAN FREEZO

one part espresso, white chocolate, alternative milk

59

AFFOGATO

two parts espresso, vanilla ice cream, chocolate dusting

42

Alternative milk as option at
NO EXTRA COST

V+ chocolate
(white and dark)

Decaf as option at
NO EXTRA COST



*Store count obtained from company website and telephonically.

2026 | 10

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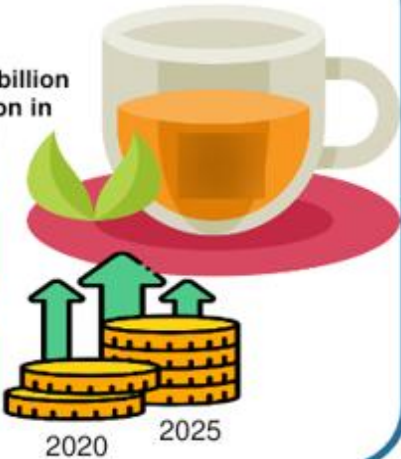
MARKET SIZE OVERVIEW

SOUTH AFRICAN TEA MARKET VALUE

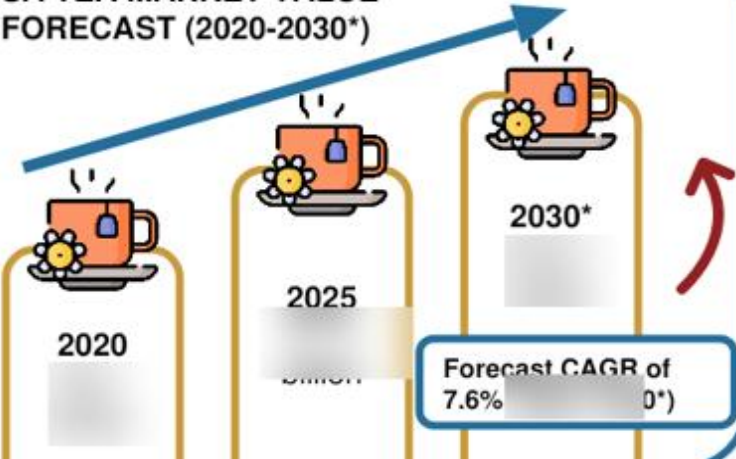
Increased from approx. [redacted] billion in 2020, to approximately [redacted] billion in 2025.

Market increase c [redacted] from 2020 to 2025

Grew at a CAGR c [redacted] (2020-2025)



SA TEA MARKET VALUE FORECAST (2020-2030*)



SA TEA MARKET DISTRIBUTION: BY RETAIL CHANNEL

VOLUME SHARE %



Grocery
Retailers



Non-Grocery
Retailers



Retail
E-Commerce

2020

2025

SA TEA MARKET VALUE FORECAST BY CATEGORY

VALUE FORECAST OF SA TEA MARKET
(in ZAR million)

CATEGORY	2030*
Black Tea	[redacted]
Fruit/Herbal Tea	[redacted]
Green Tea	[redacted]
Instant Tea	[redacted]
Other Tea	[redacted]

Total Forecast [redacted]



2030*

CAGR

2026

BLACK TEA

2030*

CAGR

2026

OTHER TEA

2030*

CAGR

2026

GREEN TEA

MARKET SIZING & COMPETITOR ANALYSIS REPORT

EXECUTIVE SUMMARY (6 Pages)

South African Tea Industry: Market Size

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

Tea Type Coverage Matrix

SOUTH AFRICAN TEA INDUSTRY (15 Pages)

South African Industry Overview

South African Industry Market Size: South African Tea Market Definitions

South African Industry Market Size: South African Tea Distribution Channel Definitions

South African Industry Market Size: Tea Market (2020-2025): VALUE OF SA TEA MARKET: 2020-2025 (IN ZAR MILLION); SA TEA MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Tea Market (2020-2025: By Category): VALUE OF SA TEA MARKET BY CATEGORY (Table)

South African Industry Market Size Forecast: Tea Market (2026-2030*): VALUE OF SA TEA MARKET: 2026 - 2030* (IN ZAR MILLION); SA TEA MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN TEA INDUSTRY (CONTINUED) (15 Pages)

South African Industry Market Size: Retail Tea Market Volumes (2020-2030*): RETAIL VOLUME OF SA TEA MARKET: IN TONNES (2020-2030*) (Table)

South African Industry Market Size: Foodservice Tea Market Volumes (2020-2030*): FOODSERVICE VOLUME OF TEA: 2020-2030* (IN TONNES) (Graph)

South African Industry Market Size: Retail Cups Tea Market Volumes (2020-2030*): RETAIL CUPS VOLUME OF SA TEA MARKET: IN MILLION CUPS (2020-2030*) (Table)

South African Industry Market Size: Foodservice Cups Tea Market Volumes (2020-2030*): FOODSERVICE CUPS VOLUME OF TEA: 2020-2030* (IN MILLION CUPS) (Graph)

South African Industry Market Size: Retail Brewed Tea Market Volumes (2020-2030*): RETAIL BREWED VOLUME OF SA TEA MARKET: IN MILLION LITRES (2020-2030*) (Table)

South African Industry Market Size: Foodservice Brewed Tea Market Volumes (2020-2030*): FOODSERVICE BREWED VOLUME OF TEA: 2020-2030* (IN MILLION LITRES) (Graph)

South African Industry Market Distribution: Tea Market: CHANNEL DISTRIBUTION FOR TEA PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 & 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN TEA MANUFACTURER AND DISTRIBUTOR OVERVIEW (22 Pages)

AVI: Company News

AVI: Tea Brands/Products

BOS: Overview and Tea Brands/Products

Carmién: Company News

Carmién: Tea Brands/Products



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN TEA MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) **(22 Pages)**

Lipton Teas and Infusions South Africa: Overview
Lipton Teas and Infusions South Africa: Tea Brands/Products
Dilmah: Company News
Dilmah: Tea Brands/Products
Joekels Tea Packers: Company News
Joekels Tea Packers: Tea Brands/Products
Stafford Bros & Draeger (Pty) Ltd: Overview & Tea Brands/Products
South African Tea Manufacturers & Distributors: Other

SOUTH AFRICAN TEA RETAIL ANALYSIS (11 Pages)

Krispy Kreme: Overview
McDonald's: McCafé: Overview
Famous Brands: Mugg & Bean: Overview
Famous Brands: Wimpy: Overview
Peacock Coffee & Tea Traders: Overview
Seattle Coffee Company: Overview
Starbucks: Overview
The Daily Coffee Cafe: Overview



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN TEA RETAIL ANALYSIS (CONTINUED) (11 Pages)

Vida e Caffé: Overview

South African Independent & Franchised Retailers: Other



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COMPANY OVERVIEW

We are a South African, boutique market research agency with 20 years of experience, specialising in Business-to-Business (B2B) and Industry Research. We provide bespoke solutions to deliver business growth by ensuring you make smarter, data-driven decisions with reduced investment risk.



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We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.



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Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

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Our bespoke **Industry and Competitor 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 are their offerings 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 CLIENTS



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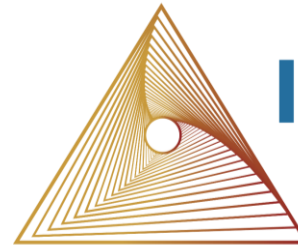
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