

# Tea Market in Europe 2022

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## Abstracts

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Traditional teas originating from the *Camellia sinensis* plant include black, white, green, yellow, oolong, and yerba mate, all of which contain caffeine. A study by StrategyHelix indicates that the tea market in Europe is expected to increase by US\$ 4,406 million from 2022 to 2028, garnering a CAGR of 4.5% during the forecast period.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for tea. The Europe tea market is segmented on the basis of product, distribution channel, and country. Based on product, the tea market in Europe is categorized into black tea, fruit & herbal tea, green tea, instant tea, others. On the basis of distribution channel, the tea market in Europe has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others. In terms of geography, the tea market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

The Europe tea market is highly competitive. As of 2021, the major players in the Europe tea market were Agrolimen SA, Associated British Foods plc, Bad Heilbrunner Naturheilmittel GmbH & Co. KG, Bettys & Taylors Group Ltd., BONOMELLI SRL, East West Tea Company LLC, Ecotone, Groupe Lea Nature SA, H&S Tee-Gesellschaft mbH & Co. KG, Henkel AG & Co. KGaA, J. Buenting Beteiligungs AG, JDE Peet's N.V., Laurens Spethmann Holding AG & Co. KG, LES 2 MARMOTTES SAS, Orientis Gourmet SAS, Tata Consumer Products Ltd., Teekanne GmbH & CO. kg, Unilever PLC.

### Report Scope

Product: black tea, fruit & herbal tea, green tea, instant tea, others

Distribution channel: supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

Years considered: this report covers the period 2018 to 2028

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Europe tea market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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United Kingdom

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Agrolimen SA  
Associated British Foods plc  
Bad Heilbrunner Naturheilmittel GmbH & Co. KG  
Bettys & Taylors Group Ltd.  
BONOMELLI SRL  
East West Tea Company, LLC  
Ecotone  
Groupe Lea Nature SA  
H&S Tee-Gesellschaft mbH & Co. KG  
Henkel AG & Co. KGaA  
J. Buening Beteiligungs AG  
JDE Peet's N.V.  
Laurens Spethmann Holding AG & Co. KG  
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