

Tea Market in South Africa 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. The tea market in South Africa is poised to grow by US\$ 260 million during 2022-2028, progressing at a CAGR of 8.7% during the forecast period, according to data and analytics company StrategyHelix.

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 South Africa tea market is segmented on the basis of product, and distribution channel. By product, the tea market in South Africa has been segmented into black tea, fruit & herbal tea, green tea, instant tea, others. Based upon distribution channel, the tea market in South Africa is categorized into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The tea market is dominated by key players, which are Avi Ltd., Unilever PLC, Tata Consumer Products Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the tea market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

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

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

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the South Africa 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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PART 5. KEY COMPANIES

Avi Ltd.
Unilever PLC
Tata Consumer Products Ltd.
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