

# Tea Market in Tanzania 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 Tanzania is poised to grow at a CAGR of around 8.7% over the analysis period of 2022 to 2028.

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

Some of the leading companies operating in the market are Afri Tea and Coffee Blenders (1963) Ltd., Chai Bora Limited, Kenya Tea Development Agency 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 Tanzania 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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Instant tea  
Others

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Others

### **PART 5. KEY COMPANIES**

Afri Tea and Coffee Blenders (1963) Ltd.  
Chai Bora Limited  
Kenya Tea Development Agency Ltd  
About StrategyHelix  
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