



TEA MARKET:UK

Consumption trends

Retail business

Exports & imports

2018



UK TEA MARKET REPORT

This report looks at the nature, prevailing trends and the potential of the tea market in the UK. Whilst aiming to be succinct, this report provides valuable insights and information for those who are already in or seeking to join the tea business in any capacity, including the F&B retailer trade. Using available secondary data from a variety of agencies as well as our own primary data generated from a survey of people residing in the South East of England, the report includes an analysis of the consumer behavior of the UK tea drinkers based on face-to-face interviews carried out by the RIU research team in the U.K.

As elaborated in the report, British tea consumption patterns are evolving and new areas of opportunity are emerging for new and existing players to venture into. Clearly, tea is more than just a drink... it's a lifestyle... a part of the long standing tea culture in the United Kingdom. As such, a traditional English Teahouse is an instrumental component of this culture. The RIU survey also investigates how the dynamics, appeal and usage of teahouses is evolving.

Imports and exports are also an important part of the tea trade and a major consideration for businesses. This report looks at some critical aspects of tea trade to help importers and exporters to understand how the tea importation process works in the UK. Moreover, we also take a brief look at the potential impact of Brexit on this industry, given that the U.K is also a major re-exporter of tea to the E.U and beyond.

Quick Stats on Tea¹

“
On average a Brit drinks

about 3 ½ cups of tea a day
”



“
Per capita
consumption
in the UK is **1.9 kg**
a year per person
”

165 Mn  As a nation Brits drink
165 Mn cups per day or
62 Bn Cups per year
”

70% “
of the the UK
(of the population
drink tea
yesterday”

“
 Over **25%** of all the milk
consumed in the UK
goes into cups of tea
”

“
 **96%**
of the tea used in the UK
is in the form of tea bags
”

¹ Sources: express.co.uk, Wikipedia.com

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