



Tea in the Netherlands

December 2025

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Tea in the Netherlands - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting consumption habits in tea

INDUSTRY PERFORMANCE

Modest decline in volume sales, but rise in value

Green tea seeing decline, though matcha continues to gain in popularity

WHAT'S NEXT?

Positive outlook for tea

Social media will play a major role in shaping trends in tea

Consumers will demand products that help them to achieve their wellness and fitness goals

COMPETITIVE LANDSCAPE

Douwe Egberts and grocery retailers lock horns over prices

Strong performance from brands with natural or sustainable positioning

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Supermarkets dominates distribution of tea, but share is being eroded

Health and beauty specialists benefiting from evolving demand trends

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Volumes falling

Price rises limiting growth potential of premium products

WHAT'S NEXT?

Changing consumption habits

Douwe Egberts likely to retain lead, but faces growing competition

Growing focus on sustainability

COMPETITIVE LANDSCAPE

Douwe Egberts faces ongoing issues due to its relationship with major retailers

Smaller players seeing strong growth

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