



Euromonitor  
International

# Tea in Canada

November 2025

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## Tea in Canada - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Mixed performance as tea continues to mature in Canada  
Black tea continues to drive retail volume declines due to lack of innovation  
Health and wellness trend continues to support dynamic fruit/herbal tea

#### WHAT'S NEXT?

Retail volumes to resume growth but challenges remain  
Functional benefits and sustainability to be stronger growth areas  
Addressing demand for customised experience and premiumisation can provide fuel for growth over the long term

#### COMPETITIVE LANDSCAPE

Tata Global Beverages retains leadership of highly fragmented landscape  
Tea players venture out of category for new growth areas

#### CHANNELS

Tea specialists remain popular destination for premium options  
E-commerce's penetration of tea continues to rise

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## Hot Drinks in Canada - Industry Overview

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Mixed performance for hot drinks in Canada

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Further volume declines driven by rising prices due to elevated input costs  
Health and wellness trend influences purchasing decisions  
Indulgence and luxury offer comfort in an unstable period  
Canadians invest in at-home preparation for customisation and cost savings

#### WHAT'S NEXT?

Despite positive outlook, challenges will remain  
Health and sustainability trends to support value growth

#### COMPETITIVE LANDSCAPE

Coffee players retain overall lead of competitive landscape

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## CHANNELS

Grocery retailers offer consumers convenience when purchasing hot drinks

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