



Euromonitor
International

Tea in Asia Pacific

June 2022

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Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific accounts for more than half of global tea sales

2020 decline proves to be a one-off as positive growth returns in 2021

Green tea and other tea return to growth, instant tea still declining

Strong green tea performance in India in 2016-2021

Other tea adds the most new sales in Asia Pacific in 2016-2021

Fruit/herbal tea performing strongly in China in 2021

Traditional grocery retailers lead distribution in Asia Pacific

E-commerce sees strong growth during the pandemic

LEADING COMPANIES AND BRANDS

Very fragmented competitive landscape in China

Leading player Unilever agrees sale of its tea operations

Only Unilever boasts a true regional spread among the leading players

Tapal enters the top 10 brand rankings

FORECAST PROJECTIONS

Positive growth expected over 2021-2026...

...albeit not for instant tea

FORECAST PROJECTIONS

Indian subcontinent countries to see dynamic value growth

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

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