



Euromonitor
International

Tea in the United Kingdom

November 2025

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Tea in the United Kingdom - Category analysis

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2025 PERFORMANCE

Sales favour healthier and more indulgent tea offerings

INDUSTRY PERFORMANCE

The wellness wave is reshaping the UK tea market

Innovation rife in tea as players look to expand consumption occasions

WHAT'S NEXT?

Guilt-free indulgence and holistic wellness trends will reshape the tea market

Digital trends and personalisation helping to attract Gen Z to tea

Affordable sustainability set to drive growth in the UK tea market

COMPETITIVE LANDSCAPE

Yorkshire Tea retains the lead with ongoing investment in innovation

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Hot Drinks in the United Kingdom - Industry Overview

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Rising prices and economic pressures continue to limit growth in hot drinks

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INDUSTRY PERFORMANCE

Volume sales stagnate as consumers continue to battle with cost-of-living pressures

Players focus on offering quality products to sustain demand

Consumers look for indulgence without a higher price tag

WHAT'S NEXT?

Expansion of the UK's HFSS regulations set to push healthier options

The digital market opening up opportunities for hot drinks

Producers under mounting pressure to adopt more ethical practices

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Nestlé retains the lead through constant innovation and new product development
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