



# Tea in Asia Pacific

June 2022

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## INTRODUCTION

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

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China: Competitive and Retail Landscape  
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Hong Kong, China: Competitive and Retail Landscape  
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