



# Tea in Western Europe

February 2023

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Scope

Key findings

## REGIONAL OVERVIEW

Western Europe has the second highest regional per capita rate

Despite a slight decline in 2022, sales remain well above pre-pandemic levels

Germany drives fruit/herbal tea sales and Turkey loose black tea sales

Other fruit/herbal tea most dynamic and adding most new sales in 2017-2022

Black tea declining in big tea markets like the UK, France and Italy in 2017-2022

Fruit/herbal tea the star performer in Western Europe

Modern grocery retailers dominate tea distribution in Western Europe

Discounters gaining share as prices rise

## LEADING COMPANIES AND BRANDS

Private label holds the biggest share of Western European tea sales

Ekaterra takes over Unilever's tea brands and therefore fills top spot in this market

Private label is represented across the region

German brand Teekanne tops the Western European rankings

## FORECAST PROJECTIONS

Turkey expected to add the most new sales over 2022-2027

Fruit/herbal tea to generate the greatest new retail value

All areas except black tea bags and instant tea are expected to grow over 2022-2027

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

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Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

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