

## **Tea in South Africa**

Market Direction | 2023-01-09 | 23 pages | Euromonitor

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### **Report description:**

While the majority of tea sales in South Africa occur in the mid and lower price bands, premium tea is experiencing increasing demand in 2022. One of the driving factors is the greater penetration of retail e-commerce in the category. This is enabling smaller boutique tea distributors to offer their products to a wider audience, as increasing numbers of local consumers utilise online platforms to service their beverage demands. This is especially the case for tea, as flavour and differentiation...

Euromonitor International's Tea in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Tea market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Tea in South Africa  
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### List Of Contents And Tables

#### TEA IN SOUTH AFRICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Demand for premium tea driven by retail e-commerce and foodservice

Retailers promote private label via prime aisle positioning and pricing

Increasing presence of traditional African tea

##### PROSPECTS AND OPPORTUNITIES

Strong rooibos growth expected over forecast period due to health and wellness associations

Honeybush tea research indicates commercial potential

Greater interest in flavours based on alignment with consumer preference changes and blurring of categories

##### CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2017-2022

Table 2 Retail Sales of Tea by Category: Value 2017-2022

Table 3 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 6 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 7 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 8 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 10 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

#### HOT DRINKS IN SOUTH AFRICA

##### EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 13 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 14 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

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Table 21 ☐NBO Company Shares of Hot Drinks: % Retail Value 2018-2022  
Table 22 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022  
Table 23 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022  
Table 24 ☐Retail Distribution of Hot Drinks by Format: % Volume 2017-2022  
Table 25 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2022  
Table 26 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027  
Table 27 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027  
Table 28 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027  
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027  
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027  
Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027  
Table 32 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027  
Table 33 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027  
Table 34 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027  
Table 35 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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