

Africa Tea Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The African tea market is projected to reach a CAGR of 5.5% during the forecast period, 2022-2027.

The tea industry in Africa is a labor-intensive industry. In Africa, Malawi alone employs a workforce of around 50,000 unskilled and semi-skilled workers. The peak seasons for tea plucking and production in Africa are from March to September, presenting a high risk of COVID-19 transmission due to the high concentration of people on the estates and in the factories. As the biggest tea exporting country in Africa, the tea sector industry in Kenya has experienced transportation disruptions from the tea-producing areas to the port of Mombasa and some consequential disruptions in cash flow. The impact on tea production itself so far seems limited. However, there was a clear increase in tea consumption during the pandemic as in-house consumption increased.

Over the medium term, increased health awareness, health benefits caused by tea, and a surge in disposable income are expected to drive the growth of the African tea market. Moreover, many market players focused on introducing additional healthy ingredients in tea, contributing to the overall market growth. Factors like introducing new flavors and varieties and rising demand for herbal tea are expected to bring more growth opportunities to the tea market.

Health and wellness are the major factors boosting the demand for smaller specialty teas in Africa, including fruit/herbal tea and green tea, which recorded strong retail volume growth in 2021, despite their higher than average unit prices.

Africa Tea Market Trends

Increasing Tea Production in African Countries

The tea cultivation areas in Africa are scattered from the gentle hills of Cameroon in the West to the high plateaus and mountain slopes on both sides of the great rift. Based on their production and processing, the tea varieties are CTC, orthodox, herbal/flavored, and leafy (including black, green, oolong, and decaf). Black tea still holds the largest share in the South African

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

tea market. Black CTC tea constitutes about 99% of the African tea production. Additionally, specialty tea continues to gain popularity. Herbal and fruit teas with functional benefits, such as aiding digestion, are becoming increasingly popular among health-conscious consumers.

Rising Demand for RTD Beverages

Along with an increase in the innovations at ingredient levels, increasing launches of new products such as flavored RTD tea drinks, carbonated RTD tea, and caffeine-free RTD tea are majorly driving the demand for RTD beverages in the region. In addition, the market is supported by the health and wellness trend among consumers in the region, especially in South Africa. In line with health trends, green tea and rooibos variants of RTD tea are gaining momentum, given their perceived additional health benefits, including a high concentration of antioxidants. Moreover, growing health awareness of the consumers and the ongoing wellness trends, along with convenience, are some of the other driving factors influencing enlarge the RTD black tea market in the coming years.

Africa Tea Market Competitor Analysis

The African tea market is fragmented, with intense competition between multinational, regional, and local players. Introduction of new products and flavors, mergers, and acquisitions are the major competitive strategies followed by the key players in the market. Some major players in the African tea market are Tata Tea, Dilmah, DavidsTea, Twinings, and Van Rees, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Bargaining Power of Suppliers

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Threat of New Entrants

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Form

5.1.1 Leaf Tea

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.1.2 CTC Tea (Crushed, Teared, and Curled Tea)

5.2 By Product Type

5.2.1 Black Tea

5.2.2 Green Tea

5.2.3 Other Types (White and Oolong)

5.3 By Distribution Channel

5.3.1 Supermarkets/Hypermarkets

5.3.2 Specialist Retailers

5.3.3 Convenience Stores

5.3.4 Online Retailers

5.3.5 Other Channels

5.4 Geography

5.4.1 South Africa

5.4.2 Egypt

5.4.3 Rest of Africa

6 COMPETITIVE LANDSCAPE

6.1 Most Adopted Strategies

6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 Tata Global Beverages

6.3.2 Chebango Tea Company

6.3.3 Unilever PLC

6.3.4 Dilmah

6.3.5 Hain Celestial

6.3.6 Van Rees

6.3.7 Twinings

6.3.8 Bigelow Tea

6.3.9 DavidsTea

6.3.10 Orientis Group (Kusmi Tea)

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Africa Tea Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

