

All in one!

Key facts for the 2023 tea year at a glance

CONSUMPTION

68,2L of tea was drunk per person in Germany

Broken down to:

40,5L

Herbal and fruit infusions

27,7L

Black and green tea



TEA WORLD CHAMPIONS

East Frisia drinks more tea than anywhere else in the world.

300L

per person



PREFERENCES



Peppermint, chamomile and fennel are still among the most popular herbs in Germany.

CONSUMPTION



90.000

A cool **90.000** cups of tea were downed each minute.

SUSTAINABILITY

15,5%

of teas sold were of organic quality.

MARKET SEGMENTS

Flavoured blends are particularly popular when it comes to herbal and fruit infusions.

24,2%

SALES

(The percentage of herbal and fruit infusions sold in bagged form.)

88%



(The percentage of black and green tea **46%** sold in bagged form.)

SALES CHANNELS



Almost **60%** of teas, herbal and fruit infusions were purchased in food retailers and discounters.

MARKET TRENDS

More and more people are going for cold-brew and functional teas with added benefits in every brew – above all the Gen Z-ers.



PRODUCING COUNTRIES



China, India, Kenya and Sri Lanka are the world's largest tea producers. Kenya is the world's leading tea exporter and China has the highest domestic consumption.

SALES

German tea manufacturers exported

19.511,6 tonnes of tea to **102** countries.