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:

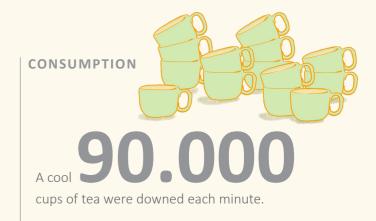
40,5 L
Herbal and fruit infusions
27,7 L

TEA WORLD CHAMPIONS

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



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



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%

Black and green tea

SALES

(The percentage of herbal and fruit infusions sold in



SALES CHANNELS

PREFERENCES



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.



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 con-

SALES

German tea manufacturers exported

19.511,6 tonnes of tea to 102 countries