

# Is the global health trend bringing out the 'best' in tea?

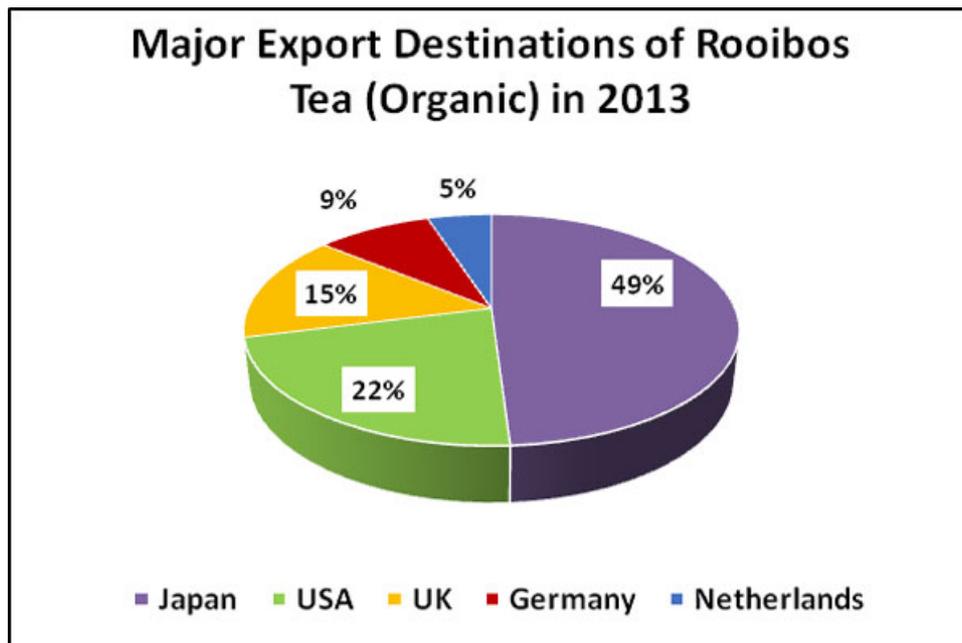
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Considering the universal health benefits of tea, it seems an obvious answer. Since the majority of consumers are now looking for an alternative to sugar-rich carbonated beverages, tea presents the logical solution. After all, most herbal teas offer dietary or health benefits, whether it is aiding your digestive system, lowering blood pressure or just calming your nerves.

**Insight Survey's latest SA Tea Industry Landscape Report 2016** carefully unfolds the global and local tea markets based on the latest information and research. It fleshes out the market drivers and restraints as well as global and local market growth, in order to present an objective insight into the South African tea market and its future.

The global tea market experienced a 7.7% compound annual growth rate (CAGR) since 2009. Although black tea has been the preferred choice for tea drinkers around the world, like in the USA where 84% of tea consumed is black, its consumption growth rate is slowly decreasing. In contrast, the rate of consumption for green tea is rising annually (8% CAGR) as the number of health-conscious consumers are increasing. In keeping with the health and wellness trend driving the tea market, manufacturers are under increasing consumer pressure to ensure that their products receive the highest stamps of quality certification from companies like Fairtrade, UTZ and Rainforest Alliance.



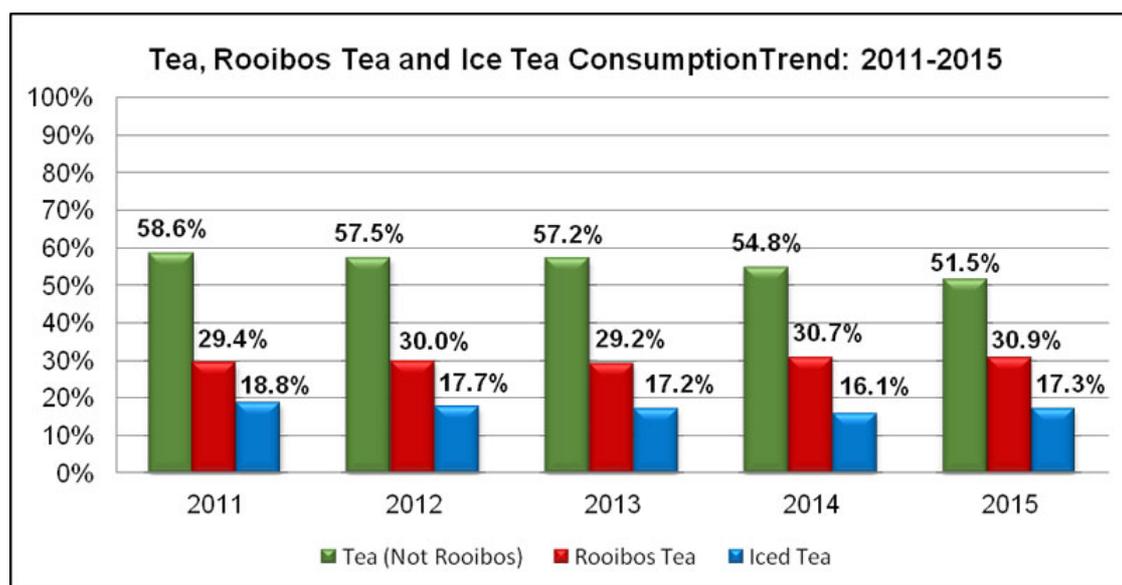
Source: [World's Top Exports](#), <http://www.statssa.co.za/>, [Insight Survey](#); Graphics by [Insight Survey](#)

Rooibos tea is growing in popularity globally; South Africa is the main global exporter due to the fact that it is the only country in which rooibos grows naturally. South Africa exports rooibos tea to over 30 countries, including Japan, the USA, the UK and Germany.

According to consumer research, South African tea lovers are definitely shifting to a preference for rooibos rather than black tea due to health benefits. As the graph below illustrates, though black tea has a higher consumption than rooibos, it is experiencing a steady decline. In contrast, rooibos tea is showing growth locally and even more so globally.

What about those hot summer days' desires when you do not want that scalding cup of rooibos? As shown in the above graph, iced tea has had a rather steady state of consumption over the last few years. However, when considering that fruit juice consumption (as set out in the 2016 [Fruit Juice Industry Report](#)) has seen a 6% decline from 2012 to 2015, the validity of iced tea beverages is seen in a whole new light. A healthier option to fruit juice and carbonated drinks, iced tea is

a market that is filled with potential.



Source: [AMPS, Insight Survey](#); Graphics by Insight Survey

Thus, it can be argued that the 'best hits' era for tea and tea lovers is still in the making. With a prediction of market growth up to 2023 and new tea trends just starting to gain traction, people are likely to say yes to those new, healthy tea experiences that herbal and fruit tea infusion ranges now offer.

The **SA Tea Industry Landscape Report** (105 pages) provides a dynamic synthesis of industry research, examining the local and global tea industry from a uniquely holistic perspective, with detailed insights into the entire value chain – from manufacturing to retail and consumption. The report includes research across the tea industry: black tea, rooibos, honeybush, herbal and iced tea.

#### **Some key questions the report will help you to answer:**

- What are the current market dynamics of the global tea industry?
- What are the SA tea industry trends, drivers, and restraints?
- Who are the key manufacturers and retail players in the SA tea industry?
- What are the prices of popular tea and rooibos brands at various retail outlets in SA?
- What are the consumption trends (2011-2015) and forecasts (2016-2019) in the following tea sectors: black, rooibos, iced tea?

Please note that the 105-page PowerPoint report is available for purchase for R25,000 (excluding VAT). Alternatively, individual sections can be purchased for R7,500 (excluding VAT). For additional information simply contact us at [info@insightsurvey.co.za](mailto:info@insightsurvey.co.za) or directly on (021) 045 0202.

For a full brochure please go to: <http://www.insightsurvey.co.za/south-african-tea-industry-report>.

#### **About Insight Survey:**

Insight Survey is a South African B2B market research company with almost 10 years of heritage, focusing on business-to-business (B2B) market research to ensure smarter, more profitable business decisions are made with reduced investment risk.

We offer B2B market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external environment.

Our bespoke Competitive Business Intelligence Research can help give you the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision.

From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Competitive Intelligence Research is designed to meet your unique needs.

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