TEA MARKET REPORT

SALE NO: 04

JANUARY 22 & 23, 2024

20 Years of Excellence

LCBL COMMODITY HOUSE

LANKA COMMODITY BROKERS LTD

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COMMENTS

This week's Tea Auction, namely Sale #04 of 2024 was held as scheduled on January 22/23, 2024 (Mon/Tue). A total weight of 6.6 mkgs was on offer, which was a considerable increase of 1.48 mkgs when compared to the previous week's quantity. The Low Grown Leafy, Semi Leafy, Tippy/Small Leaf & Premium Flowery catalogues totaled 3.0 mkgs, while the Main Sale High & Medium segment had 0.73 mkgs. The Ex Estate category had 0.88 mkgs.

In the Ex-Estate catalogues, sold today good demand was prevalent particularly for the better teas. Select best Western BOP/BOPF appreciated Rs.50-100/- per kg and at times more following special inquiry. Teas in the Below est and plainer categories however tended irregular on account of quality. There were hardly any Nuwara Eliya BOP's on offer whilst their corresponding BOPF were irregularly easier. . The majority of the Uva/Uda Pussellawa's teas tended irregular following quality. CTC Teas – High & Medium PF1's appreciated by Rs.50-100/- per kg and more for select invoices whilst Low Grown PF1s' continued to sell well around last week levels. High Grown BP1's sold well whilst Medium and Low Types tended irregularly easier. There was fair demand from shippers to Japan other Western markets along with China, Taiwan including Russia and the CIS countries.

There was good demand for Low Grown teas again this week. Well-made whole leaf grades maintained last levels whilst PEK's except for the best, the balance were easier . The majority of the Small leaf teas on offer maintained last levels along with bright tippy teas. There continued to be good demand from shippers to Saudi Arabia, Iran, UAE and other Middle Eastern countries along with Russia and the CIS.

This week's auction comprised of 12,655 lots with a total quantity of 6,669,194 kgs.

The catalogue wise breakdown was as follows:-

	Lots	Qty. (Kgs)
Low Grown Leafy	2,241	909,055
Low Grown Semi Leafy	1,750	821,284
Low Grown Tippy	2,347	1,210,103
High & Medium	1,609	733,571
Off Grade/BOP1A	2,760	1,426,770
Dust	637	604,800
Premium Flowery	462	79,171
Ex-Estate	849	884,440
Total	**12,655**	**6,669,194**

In Lighter Vein

Barbershop

A man and a little boy entered a barbershop together. After the man received the full treatment - shave, manicure, haircut, etc. He placed the boy in the chair. "I'm going to buy a tie to wear to the party," he said.

"I'll be back in a few minutes." When the boy's haircut was done and the man still hadn't returned, the barber said, "It looks like your daddy forgot all about you."

"That wasn't my daddy," said the boy. "He just walked up, took me by the hand and said, 'Come on, son, we're gonna get a free haircut'".

LOW GROWN TEAS

LEAFY/SEMI LEAFY

BOP1 : Select best invoices appreciated by Rs.50/- per kg whilst the balance too followed a similar trend.

OP1 : Teas in the select best category were dearer by Rs.50-100/- per kg whilst the balance was fully firm on last week levels. Stalky invoices were lower by Rs.20-40/- per kg.

OP : Select best OP1's held firm whilst others gained Rs.29-40/- per kg following quality. Lower end teas were irregularly lower.

OPA : Teas in the select best category were maintained whilst the balance tended irregular. Poorer sorts tended irregular.

PEK/PEK1 : Select best PEK's were maintained whilst the balance was declined by Rs.30-40/- per kg. Select best PEK1's were held firm. Balance was irregularly lower by Rs.30-40/- per kg. Teas in the lower end were lower by Rs.50/- per kg and at times more.

Quotations (Rs./Kg)	Best		Below Best		Others	
	This Week	Last Week	This Week	Last Week	This Week	Last Week
BOP1	**2200-4350**	2000-4100	**1750-2000**	1700-2000	**1500-1700**	1500-1700
OP1	**1900-4350**	1800-4250	**1750-1850**	1700-1800	**800-900**	850-920
OP	**1400-1900**	1350-1800	**1100-1300**	1050-1200	**770-820**	800-850
OPA	**1300-2300**	1250-2300	**1000-1150**	1000-1150	**770-820**	800-850
PEK/PEK1	**1500-2450**	1500-2200	**1300-1450**	1350-1500	**1000-1200**	1050-1250

TIPPY/SMALL LEAF

BOP/BOPSP : Select Best BOP's were firm whilst the balance were firm to dearer.

BOPF/BOPFSP : BOPF's, in general, were firm to last.

FBOP/FBOP1 : Select best FBOP's were firm to easier whilst the best sold around last levels. Below best together with the clean leaf teas at the lower end appreciated. Well-made FBOP1's were firm whilst the balance appreciated.

FBOPF/FBOPF1 : Very Tippy teas met with good demand and were firm to selectively dearer whilst the best together with the clean leaf below best and clean leaf teas at the lower end appreciated. Balance were irregular. However, the leafier varieties were easier. Select best FF1's were firm to easier whilst the best sold around last levels. Below best and the cleaner teas at the lower end appreciated whilst the balance were firm on last.

FBOPFSP/EXSP : FBOPFSP – Select best and best were dearer by Rs.500-1000/- per kg. Others were irregularly lower.
EXSP – Select best showed a decline when comparing to last week. Others were firm.

Quotations (Rs./Kg)	Best		Below Best		Others	
	This Week	Last Week	This Week	Last Week	This Week	Last Week
BOP/BOPSP	**2000-2200**	1900-2150	**1700-1950**	1600-1850	**1200-1600**	1100-1500
BOPF /BOPFSP	**1900-2300**	1600-2200	**1400-1650**	1300-1550	**1000-1300**	1000-1200
FBOP/FBOP1	**2300-2950**	2200-3250	**1900-2200**	1800-2100	**1400-1800**	1300-1700
FBOPF/FBOPF1	**2000-2950**	1900-2300	**1700-1950**	1600-1850	**1200-1500**	1200-1500
FBOPFSP/EXSP	**6000-7250**	6000-7000	**3500-5500**	3500-5000	**2000-3000**	2000-3000

MEDIUM GROWN LEAFY/SEMI LEAFY TEAS

FBOP : Select well-made FBOP's on offer with fair demand. Secondaries and the poorer types too sold well.

FBOPF/FBOPF1 : Best FF1's on offer were appreciated by Rs.25-50/- per kg. Below best and the poorer sorts too sold well.

PEK/PEK1 : Bold PEK/Shotty PEK1's type tended irregular and the poorer types were firm and met with fair demand towards the close.

Quotations (Rs./Kg)	Best		Below Best		Others	
	This Week	Last Week	This Week	Last Week	This Week	Last Week
FBOP	**1650-2300**	1600-2050	**1350-1650**	1300-1600	**1150-1350**	1100-1300
FBOPF/FBOPF1	**1600-2150**	1550-2050	**1450-1600**	1400-1550	**1200-1450**	1100-1400
PEK/PEK1	**1700-1950**	1650-1850	**1150-1700**	1050-1650	**1000-1150**	900-1050

HIGH GROWNS TEAS

BOP : Best Western's - Select invoices appreciated by Rs.100/- per kg and more following special inquiry, whilst the others were firm and dearer to a lesser extent. Teas in the Below Best and Plainer categories were irregular. Nuwara Eliya's had hardly any offerings. Uda Pussellawa's were barely steady. Uva's - Few select improved invoices appreciated irregularly, whilst the others were barely steady.

BOPF: Best Western's - Select invoices gained by Rs.50-100/- per kg whilst the others were firm and dearer to a lesser extent. Teas in the Below Best category gained up to Rs.50/- per kg and more for select invoices, whilst the Plainer sorts sold around last week s levels. Nuwara Eliya's were irregularly easier. Uda Pussellawa's were irregular following quality. Uva's - Select invoices gained by Rs.50/- per kg and more, whilst the others were irregular following quality.

Quotations (Rs./Kg)	BOP		BOPF	
	This Week	Last Week	This Week	Last Week
Best Westerns	**1300-1480**	1280-1400	**1320-1460**	1300-1480
Below Best Westerns	**1160-1280**	1180-1250	**1140-1260**	1180-1280
Plainer Westerns	**940-1020**	950-1150	**980-1100**	1020-1150
Nuwara Eliyas	**N/A**	N/A	**N/A**	1320-1480
Brighter UdaPussellawas	**1120-1220**	980-1100	**1140-1200**	1000-1240
Other Uda Pussellawas	**900**	900-950	**900-1060**	880-980
Best Uva's	**1140-1220**	1100-1240	**1180-1260**	1050-1120
Other Uva's	**980**	1050-1060	**960-1140**	880-980

MEDIUM GROWN TEAS

BOP : Leafy teas continued to sell well at premium levels whilst the others were barely steady.

BOPF : Coloury clean leaf types were firm and tended dearer whilst the others were barely steady.

Quotations (Rs./Kg)	BOP		BOPF	
	This Week	Last Week	This Week	Last Week
Best Westerns	**700-2000**	850-1900	**800-1160**	850-1180

CTC TEAS

HIGH GROWN:

BP1 - Continued to sell well.
PF1 - Rs.50-80/- per kg dearer.

MEDIUM GROWN:

BP1 - Irregular.
PF1 - Better sorts gained by Rs.50-100/- per kg whilst the others were irregular.

LOW GROWN:

BP1 - Tended easier.
PF1 - Continued to sell well around last week's levels.

Quotations (Rs./Kg)	BP1		PF1	
	This Week	**Last Week**	**This Week**	**Last Week**
High	**1260**	1280	**1120-1340**	1080-1300
Medium	**700-1280**	800-1180	**680-1340**	790-1280
Low	**830-1380**	820-1600	**690-1650**	900-1700

OFF GRADES

FGS/FGS1 : Select Best Liquoring FNGS/FNGS1 appreciated Rs.30-50/- per kg. Best teas eased Rs.20-30/- per kg. Poorer types firm to dearer by Rs.20-30/- per kg whilst well-made Low Grown FNGS/FNGS1 firm to dearer by Rs.30/- per kg.

BM : Well-made BM's held firm on last levels. Best types dearer Rs.30/- per kg. Poorer varieties dearer by Rs.20/- per kg.

BOP1A : PEK1's reduces lost Rs.50-75/- per kg whilst best BOP1A's lost Rs.30-40/- per kg. Below best and poorer types irregularly lower by Rs.20-30/- per kg.

QUOTATIONS (Rs./kg)	HIGH		MEDIUM		LOW	
	This Week	Last Week	This Week	Last Week	This Week	Last Week
Good Fannings (Orthodox)	**830-990**	830-930	**700-850**	690-830	**720-960**	700-940
Good Fannings (CTC)	**720-790**	700-770	**720-830**	700-730	**720-780**	680-760
Other Fannings (Orthodox)	**650-690**	650-680	**660-700**	650-680	**670-720**	650-700
Other Fannings (CTC)	**N/A**	N/A	**N/A**	N/A	**N/A**	N/A
Good BM's	**780-870**	780-860	**780-880**	780-870	**950-1400**	980-1350
Other BM's	**670-730**	670-730	**680-740**	680-740	**680-750**	680-750
Best BOP1As	**760-850**	780-850	**770-870**	780-870	**900-1450**	900-1550
Other BOP1As	**700-760**	720-780	**700-820**	740-840	**700-820**	740-850

DUST

DUST/DUST1: High Grown liquoring Dust/Dust1's eased Rs.40-80/- per kg due to less demand from local buyers whilst their secondaries and poorer types were irregular and mostly lower. Low Grown Dust/Dust1's were firm to dearer.

PD : High Grown teas lost Rs.30-50/- per kg whilst the Medium and Low Grown teas were fully firm to dearer.

QUOTATIONS (Rs./kg)	HIGH		MEDIUM		LOW	
	This Week	Last Week	This Week	Last Week	This Week	Last Week
Good Primary Dust1 (Orthodox)	**760-1400**	740-1420	**680-1080**	680-1200	**740-1180**	700-1240
Good Primary PD (CTC)	**700-1260**	680-1200	**650-1220**	660-1160	**680-1480**	700-1340
Secondary Dust	**620-1060**	600-1060	**600-870**	620-750	**660-1120**	680-1200

WESTERN MEDIUM

***Harangalla**	**BOP**	**2000/-**
***Galgewatte**	**BOPSP**	**1850/-**
Doombagastalawa	BOPSP	1850/-
***Hatale**	**BOPSP**	**1800/-**
***Orange Field**	**BOPSP**	**1750/-**
***Uplands**	**BOPF/BOPFSP**	**1750/-**
New Rothschild	BOP1	2200/-
Harangalla	BOP1	2150/-
***Ancoombra**	**BOP1**	**2100/-**
Dartry Valley	BOP1	2100/-
***Hatale**	**FBOP/FBOP1**	**2300/-**
Harangalla	FBOP/FBOP1	2200/-
Dartry Valley	FBOP/FBOP1	2150/-
***Kurugama**	**FBOP/FBOP1**	**2000/-**
***Uplands**	**FBOP/FBOP1**	**2000/-**
Kenilworth	FBOP/FBOP1	2000/-
Doombagastalawa	FBOP/FBOP1	2000/-
***Dartry Valley**	**FBOPF/FBOPF1**	**2150/-**
***Ancoombra**	**FBOPF/FBOPF1**	**2150/-**
***Hatale**	**FBOPF/FBOPF1**	**2150/-**
Harangalla	FBOPF/FBOPF1	2150/-
***Galgewatte**	**FBOPF/FBOPF1**	**2050/-**
***Harangalla**	**FBOPF/FBOPF1**	**2050/-**
Dartry Valley	OP/OPA	1600/-
New Rothschild	OP1	1900/-
***Dartry Valley**	**OP1**	**1850/-**
***Uplands**	**PEK/PEK1**	**1950/-**
***Meezan**	**PEK/PEK1**	**1950/-**
***Harangalla**	**PEK/PEK1**	**1950/-**
***Meezan**	**PEK/PEK1**	**1850/-**

WESTERN HIGH

Robgill	BOP	1480/-
Queensberry	BOPSP	1850/-
Robgill	BOPF/BOPFSP	1480/-
Venture	BOP1	1800/-
Bogahawatte	FBOP/FBOP1	1900/-
Glenloch	FBOPF/FBOPF1	1950/-
Venture	OP/OPA	1650/-
Torrington	OP1	1850/-
Glenloch	PEK/PEK1	1700/-

NUWARA ELIYA

Court Lodge	BOPF/BOPFSP	1100/-
Court Lodge	FBOP/FBOP1	1850/-
Lovers Leap	FBOP/FBOP1	1850/-
Kenmare	OP/OPA	1200/-
Court Lodge	PEK/PEK1	1400/-
Kenmare	PEK/PEK1	1400/-

UVA MEDIUM

Halpewatte Uva	BOP	1950/-
Demodera 'S'	BOPSP	1340/-
Dickwella	BOPF/BOPFSP	1800/-
Halpewatte Uva	BOP1	2000/-
***Halpewatte Uva**	**FBOP/FBOP1**	**1950/-**
Sarnia Plaiderie	FBOPF/FBOPF1	1900/-
Demodera 'S'	FBOPF/FBOPF1	1900/-
Dickwella	OP/OPA	1500/-
Sarnia Plaiderie	OP/OPA	1500/-
Tinioya	OP/OPA	1500/-
Gonakelle	OP/OPA	1500/-
Dickwella	OP1	1800/-
Aruna Keppetipola	PEK/PEK1	1750/-

UVA HIGH

Uvakellie	BOP	1360/-
Aislaby	BOPSP	1900/-
Spring Valley	BOPF/BOPFSP	1320/-
Glenanore	BOP1	1700/-
Mount Uva	FBOP/FBOP1	1900/-
Gonamotawa	FBOPF/FBOPF1	1950/-
Mahadowa	OP/OPA	1500/-
Craig	OP1	1750/-
Uva Highlands	PEK/PEK1	1600/-

UDAPUSSELLAWA

Mooloya	BOP	1220/-
High Forest	BOPSP	920/-
Luckyland	BOPFSP	1200/-
Alma	FBOP/FBOP1	1900/-
Alma	FBOPF/FBOPF1	1850/-
Alma	OP/OPA	1500/-
Alam	OP1	1650/-
Alma	PEK/PEK1	1850/-

OFF GRADES

Co oP Cola	BP	1500/-
Chandrika Estate	BP	1480/-
***Chandrika Estate**	**BP**	**1440/-**
Hingalgoda CTC	PF	1440/-
Avissawella	BM	1420/-
Kosgahadola Ella	BM	1360/-
Kurunduwatta	BM	1360/-
***Chandrika Estate**	**BM**	**1340/-**
Kenmare	FNGS/FNGS1	1140/-
***Aldora**	**BOP1A**	**1480/-**
***Aldora**	**BOP1A**	**1440/-**
***Chandrika Estate**	**BOP1A**	**1420/-**

CTC TEAS

HIGH GROWN

Dunsinane CTC	PF1	1340/-
Dunsinane CTC	BP1	1260/-

MEDIUM GROWN

New Peacock CTC	PF1	1340/-
New Peacock CTC	BP1	1280/-

LOW GROWN

Kalubowitiyana CTC	PF1	1650/-
Hingalgoda CTC	PF1	1650/-
Suduwelipothahena CTC	BP1	1260/-

LOW GROWN LEAFY GRADES

Pothotuwa	BOP1	4350/-
***Sithaka**	**BOP1**	**4250/-**
Pothotuwa	OP1	4350/-
Galatara	OP	1900/-
Golden Garden	OP	1900/-
Maheland	OP	1900/-
Liyonta	OPA	2300/-
Liyonta	PEKOE	2450/-
Lumbini	PEKOE	2400/-
***New Hopewell**	**PEKOE**	**2100/-**
Nigiri	PEKOE1	2200/-
Nilrich	PEKOE1	2150/-
Galatara	PEKOE1	2150/-
***Andaradeniya Super**	**PEKOE1**	**2100/-**

LOW GROWN TIPPY GRADES

Ceciliyan	BOP	2200/-
New Panilkanda	BOP	2150/-
Pothotuwa	BOP	2150/-
***Wikiliya**	**BOP**	**2100/-**
***Hidellana**	**BOP**	**2100/-**
***Hadigalla**	**BOPSP**	**2150/-**
***Allen Valley**	**BOPSP**	**2050/-**
***Dishan Valley**	**BOPSP**	**2000/-**
***Sithaka**	**BOPF**	**2300/-**
***Hidellana**	**BOPF**	**2100/-**
***Andaradeniya Super**	**BOPFSP**	**2000/-**
Golden Garden	BOPFSP	2000/-
***Wattehena**	**BOPFSP**	**1950/-**
Lumbini	FBOP	2950/-
***Hidellana**	**FBOP**	**2550/-**
Kolonna Super	FBOP1	2500/-
Sithaka	FBOP1	2350/-
***Wattahena**	**FBOP1**	**2200/-**
***Sithaka**	**FBOP1**	**2200/-**
***Gangani**	**FBOPF**	**2300/-**
***Lenama Hils**	**FBOPF**	**2250/-**
***Gangani**	**FBOPF**	**2250/-**
***Hadigalla**	**FBOPF**	**2150/-**
Sineth	FBOPF1	2950/-
Peak View Super	FBOPF1	2250/-
***Wikiliya**	**FBOPF1**	**2200/-**

PREMIUM FLOWERY

***Nawagamuwahena**	**FBOPFSP**	**7250/-**
Deraniyagala Hills	FBOPFSP	7050/-
***Wikiliya**	**FBOPFSP**	**6650/-**
Craig	FBOPFEXSP	6950/-
Lihiniyawa	FBOPFEXSP1	6250/-

Dust

Robgill	DUST1	1400/-
***Dunsinane**	**PD**	**1260/-**
***Rothschild CTC**	**PD**	**1220/-**
Hingalgoda CTC	PD	1480/-
Pothotuwa	DUST	1120/-

COLOMBO AUCTION – WEEKLY GROSS SALE AVERAGES

SALE NO.03 OF 18TH JANUARY, 2024

	2024			2023	
	Weekly	Month to Date	Year to Date	Weekly	Year to Date
Uva High Grown	1,043.90	1,026.66	1,026.12	1,267.44	1,272.52
Western High Grown	1,134.91	1,124.19	1,109.47	1,486.83	1,503.36
High Grown	1,109.16	1,094.79	1,084.03	1,428.20	1,438.95
Uva Medium	1.119.56	1.082.15	1,087.31	1,290.58	1,292.66
Western Medium	1,099.08	1,061.30	1,061.65	1,262.45	1,254.74
Medium Grown	1,105.13	1,068.01	1,069.99	1,272.28	1,265.96
Low Grown (Orthodox)	1,420.52	1,390.24	1,390.24	1,602.26	1,598.04
Combined L.G. (Orthodox + CTC)	1,400.12	1,370.42	1,373.29	1,574.21	1,569.61
Total	1,291.19	1,261.33	1,263.40	1,496.03	1.496.70

Private Sale Figures (15.01.2024 – 20.01.2024) - 126,458.90 kgs

Cumulative - 328,157.40 kgs

DETAILS OF TEAS AWAITING SALE

	Sale of 30th/31st Jan. '24		Sale of 06th/07th Feb. '24	
	Lots	Qty. (Kgs)	Lots	Qty. (Kgs)
Low Grown Leafy	2,092	777,751	1,931	713,605
Low Grown Semi Leafy	1,646	724,516	1,487	635,127
Low Grown Tippy	2,158	1,048,903	1,963	961,486
High & Medium	1,402	599,091	879	368,166
Off Grade/BOP1A	2,418	1,244,045	2,082	994,220
Dust	583	535,231	444	371,340
Premium Flowery	518	81,063	367	58,614
Ex-Estate	808	860,452	655	673,273
Total	**11,625**	**5,871,052**	**9,808**	**4,775,830**

FUTURE CATALOGUES CLOSURE

Sale No.07 of 13th/14th Feb, 2024

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **26th January, 2024 at 04.30 p.m.**

Sale No.08 of 20th/21st Feb, 2024

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **01st February, 2024 at 04.30 p.m.**

Sale No.09 of 27th/28th Feb, 2024

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **08th February, 2024 at 04.30 p.m.**

SALE NO. 05
AUCTION OF 30TH/31ST JANUARY, 2024
BROKERS' SELLING ORDER

Leafy/Semi Leafy/Tippy/BOP1A/ Premium Flowery

1. John Keells PLC
2. **Lanka Commodity Brokers Ltd**
3. Forbes & Walker Tea Brokers (Pvt) Ltd
4. Eastern Brokers PLC
5. Mercantile Produce Brokers (Pvt) Ltd
6. Bartleet Produce Marketing (Pvt) Ltd
7. Ceylon Tea Brokers PLC
8. Asia Siyaka Commodities PLC

High & Medium/Off Grades/Dust

1. **Lanka Commodity Brokers Ltd**
2. Asia Siyaka Commodities PLC
3. Bartleet Produce Marketing (Pvt) Ltd
4. Ceylon Tea Brokers PLC
5. John Keells PLC
6. Eastern Brokers PLC
7. Forbes & Walker Tea Brokers (Pvt) Ltd
8. Mercantile Produce Brokers (Pvt) Ltd

Ex-Estate

1. Ceylon Tea Brokers PLC
2. Bartleet Produce Marketing (Pvt) Ltd
3. John Keells PLC
4. Mercantile Produce Brokers (Pvt) Ltd
5. Eastern Brokers PLC
6. Asia Siyaka Commodities PLC
7. Forbes & Walker Tea Brokers (Pvt) Ltd
8. **Lanka Commodity Brokers Ltd**

Crop & Weather

For the period 16th to 22nd January, 2024

Western/Nuwara Eliya Regions:

Bright mornings and showers were reported towards the latter part of the week in both regions. The Department of Meteorology expects misty conditions in a few sub-districts of the Western Region in the week ahead.

Uva/ Udapussellawa Region:

The Uva and Udapussellawa regions reported bright mornings and occasional showers throughout the week. According to the Department of Meteorology, fair weather is expected in both regions in the week ahead.

Low Growns:

The Low Grow Region reported clear mornings and showers towards the latter part of the week. Overcast mornings and showers/thunder showers are expected in the week ahead according to the Department of Meteorology.

Crop Intake:

The Western and Nuwara Eliya Region maintained the crop intake, whilst the Uva, Udapussellawa and Low Grown Region reported a decline.

WORLD CROP STATISTICS (MKGS)

Country	*Month*	*2022*	*2023*	*Difference +/-*	*To-date 2022*	*To-date 2023*	*Difference +/-*
BANGLADESH	Nov.	20.40	19.60	-0.800	232.10	236.00	3.90
KENYA	Oct.	50.60	52.80	2.20	430.30	465.00	34.7
MALAWI	Oct.	2.10	2.10	0.00	41.40	36.70	-4.7
NORTH INDIA	Nov.	114.20	106.2	-8.00	1084.60	1071.80	-12.80
SOUTH INDIA	Nov.	21.30	20.90	-0.40	217.30	218.30	1.00
SRI LANKA	**Dec.**	***19.71***	***19.81***	***0.10***	***251.84***	***256.04***	***4.20***

"Africa Tea Brokers Bulletin of Statistics

OTHER MARKETS

BANGLADESH AUCTION

SALE NO. 39 OF MONDAY 22nd January, 2024

CTC LEAF : 5,535 packages of tea on offer met with a stronger demand.

BROKENS : Once again clean liquoring Brokens met with a strong demand and advanced by Tk.5/- to Tk.10/- and sometimes more following competition. Medium types were also a strong market and were generally firm. Plain teas, however, met with only a fair demand and were slightly easier with fair withdrawals. BLF teas saw a little more interest but prices remained steady.

FANNINGS : Likewise, clean Fannings were a stronger feature and were mostly dearer particularly the brighter varieties. Mediums were also a good market and were about firm. Plain teas saw fair demand but prices remained steady to a touch easier with fair withdrawals. BLFs met with only a little demand at steady rates but withdrawals were heavy in this category.

DUST : 17,045 packages of tea on offer met with less demand. Good liquoring Dusts were a fair market and sold Tk.5/- to Tk.8/- less than last. Mediums were an easier market with some withdrawals. Plain and BLF Dusts remained difficult of sale with heavy withdrawals, Tk. 5/- to Tk.10/- less than last levels. Blenders were fairly active whilst Loose tea buyers were very selective. In all, withdrawals were heavy with a further decline in price.

COMMENTS : Like the previous week, all sections of the market strongly operated in this sale resulting in better prices for brighter teas. There were also a little less withdrawals.

Dusts were an easier market.

Quotations – This Week – (In Taka)

Brokens	This Week	Last Week	Fannings	This Week	Last Week	Dust	This Week	Last Week
Best	**210-225N**	200-215N	Best	**215-230**	210-225	PD	**90-228**	**75-225**
Good	**190-200**	180-190	Good	**190-200**	180-190	RD	**74-295**	**135-234**
Good Med	**160-175**	150-160	Medium	**175-185**	160-165	D	**80-284**	**99-294**
Medium	**145-155**	130-145	Plain	**145-155**	135-145	CD	**152-286**	**114-367**
Plain	**80-115**	75-100	BLF	**90-115**	185-110	BLF	**70-150**	**75-143**
BLF	**75-115**	75-110		**75-115**	75-110			

COURTESY: NATIONAL BROKERS LTD

23rd January, 2024
-/tp.

INTERNATIONAL TEA NEWS

CHINESE BEVERAGE BRANDS MAY CONFRONT FRANCHISING PROBLEMS IN THE INTERNATIONAL MARKET

CHAGEE, the popular bubble tea brand, has closed its last store in Singapore located in Funan Mall on January 13. This closure marks the end of CHAGEE's presence in Singapore, with the Funan Mall store being its first and only location that opened in August 2020. Despite the challenges posed by the pandemic, the store managed to sell 450 drinks on its opening day and consistently maintained a daily sales volume of 600-700 drinks.

Following a week of controversy surrounding the brand, all local CHAGEE stores have been rebranded as "Amps Tea & Tea" (hereinafter referred to as "Amps Tea"). The official Amps Tea account announced the rebranding on the original CHAGEE community platform, stating, "We have decided to embark on a new development stage by introducing the Amps Tea brand, dedicated to providing more advanced and innovative services. All ingredients such as tea and milk have been upgraded to superior quality and healthiness."

According to local customers, the store locations, store managers, and staff remain unchanged, but the signage and product menus have been replaced, and the online community previously used for promoting CHAGEE has also been renamed.

Media reports suggest that CHAGEE was likely betrayed by its local franchisees, and there is a possibility that the brand owner will reopen directly operated stores in Singapore. In fact, such incidents are not uncommon in Singapore's food and beverage industry, as seen with previous rebranding cases like "Gong Cha" changing to "Liho" and "llaollao" transforming into "Yole."

CHAGEE has been actively expanding internationally since its establishment in 2017 and is considered one of the "most diligent tea brands" in terms of overseas expansion. Co-founder of CHAGEE, Xiang Xiangmin, has introduced the brand's overseas strategies and plans multiple times, stating, "Expanding overseas was a decision made when CHAGEE had less than 100 stores. Since the birth of CHAGEE, we have always believed that its biggest competition in the future would come from the global market."

Regarding its overseas market strategy, CHAGEE positions itself as a high-end brand in Southeast Asia and typically selects locations for its overseas stores with Starbucks as a benchmark, favoring stores with an area of over 100 square meters. As a result, the overall revenue per store in overseas markets is more than 1.5 times that of domestic stores.

Looking at its international expansion progress, CHAGEE established its overseas division in 2018, opened its first overseas store in Malaysia in August 2019, entered Singapore in August 2020, and Thailand in February 2021. An October 2023 report by Singapore's Lianhe Zaobao stated that CHAGEE currently has 12 stores in Singapore, and public data shows over 80 stores in Malaysia and 2 stores in Thailand.

In Malaysia, for example, CHAGEE sold over 1,000 cups on the first day of its opening. By the end of 2020, CHAGEE gradually developed a trend of selling large single items in Malaysia, establishing a more stable profit model. With the easing of pandemic restrictions, store openings accelerated, with improved site selection expanding from West Malaysia to East Malaysia, and the brand invited Lee Chong Wei as its spokesperson. Currently, CHAGEE ranks among the top four tea beverage brands in Malaysia, ranking second in total performance and first in average store gross merchandise value (GMV). According to official data, CHAGEE's average monthly sales per store in Malaysia is around 12,000 cups, with monthly sales exceeding CNY 9 million.

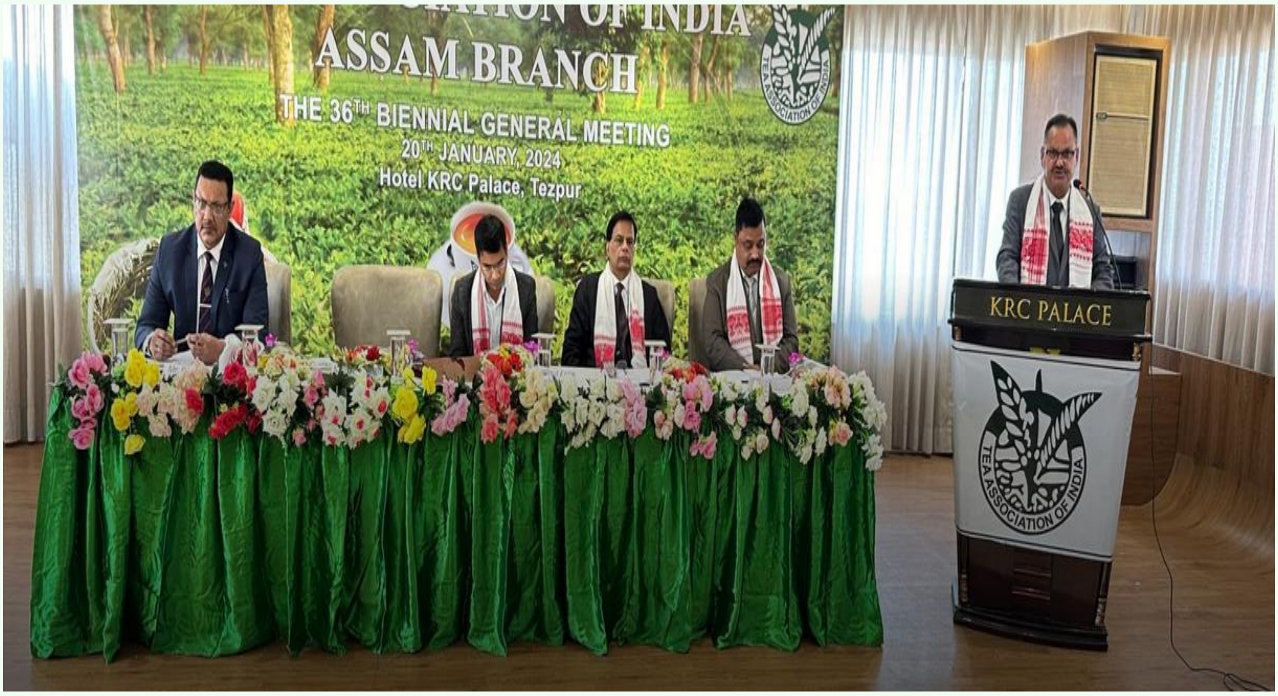
It is worth noting that CHAGEE adopts a joint venture model in these three countries to attract local partners. On one hand, this approach considers the need for localized operations to avoid insufficient understanding of local resources and culture by the domestic team. On the other hand, it leverages the advantages of local franchisees in site development, operational management, and brand marketing.

Regarding future international expansion, Zhuang Kailiang, the Southeast Asia market manager of CHAGEE, stated, "In 2023, we will accelerate our international expansion strategy, aiming to open 100 stores overseas and expand our presence in Singapore and Thailand. The next plan is to enter North America and Europe, countries where coffee has a presence, and we believe our tea can also be successful there."

However, overall, CHAGEE's international expansion has slowed in recent years, with the focus still primarily on large-scale domestic store expansion. As of January 12, 2024, the official WeChat public account announced a global store count of over 3,470, with an average of approximately 13 new store openings per day in the past month.

In the first half of 2023, CHAGEE announced the completion of a combined Series A and Series B financing totaling over CNY 300 million. XVC and FosunGroup participated in the financing, and the funds were mainly used for store expansion, technology research and development, and brand promotion. On January 19th of this year, CHAGEE announced that its Global Business Center has officially signed a contract to settle in Changning District, Shanghai. Zhang Junjie, the founder and CEO of CHAGEE, announced that the Global Business Center will be located in the Hongqiao United Building. Its main functions include comprehensive management of the group, global product promotion, and bringing together global business operations.

DECLARE TEA AS NATIONAL DRINK, PROVIDE MSP: TAIAB



Guwahati, Jan 19: The Tea Association of India (TAI), Assam Branch has called for continuous innovation, aggressive marketing and the declaration of tea as the National Drink to facilitate better growth for the age-old industry while harping on demand for Minimum Support Price (MSP) for tea.

Addressing the 36th biennial general meeting of the TAIAB in Tezpur today, the chairman U K Singh underscored the need for collective efforts to ensure sustainability and growth of the tea industry which is still faced with challenges reminiscent of the dark period of 2002-2007.

"Despite commendable economic strides, the tea industry faces challenges reminiscent of the dark period of 2002-2007. Over the past 15 years, India's tea production has witnessed a commendable increase of 39%, rising from 981 million kilograms in 2008 to 1366 million kilograms in 2022. During the same period, Assam has seen growth rates of 41% in their tea production. India's tea exports until October 2023 amount to 182.69 million kilograms, reflecting a 2% decrease compared to the previous year. Despite accounting for 21% of global production, India's share in global exports remains at 13%.

"Tea prices have remained relatively stagnant over the years, except for a notable surge in 2020, attributed to the upheavals caused by the pandemic. In 2023 North Indian Tea Prices stands at Rs. 187.0 vis-à-vis Rs. 202.00 a 7% decline," the chairman of TAIAB said calling for collaborative efforts to promote tea drinking for good health.

The 36th Biennial General Meeting of the Tea Association of India, Assam Branch held was held today at Hotel KRC Palace in Tezpur in the presence of Ruhul Amin, Assistant High Commissioner, Bangladesh as the Chief Guest.

Dignitaries present on the dais included U.K. Singh, Chairman, TAI, Assam Branch, P.K. Bhattacharjee, Secretary General, TAI and D. Deka, Secretary, TAI, Assam Branch.

The presentation made of crucial industry data shed light on challenges in production, export, and pricing, prompting a collective focus on achieving demand-supply balance.

It highlighted challenges encompassed the demand-supply gap, market concentration, and declining tea quality. The necessity for short-term supply restrictions and long-term demand creation was underscored.

Proposals for early production closure and restrictions on subpar tea imports were advocated.

Additional challenges discussed in the conference included industry downturn, the impact of climate change, minimum wage issues, and the escalating costs of food grains.

Solutions such as precision agriculture and technology adoption were proposed. A fervent appeal for the establishment of a Minimum Support Price for tea was made to alleviate economic hardships faced by growers.

Indo-Bangladesh trade challenges were also deliberated, with a suggestion for a Comprehensive Economic Partnership Agreement. Recommendations for reforms in the Plantation Labour Act emphasized workforce governance and non-cash benefits.

Concerns about healthcare challenges, including doctors' shortages and infant mortality in tea estates, were emphasized. Acknowledgment was extended for social responsibility initiatives by TAI, collaborations with NGOs and government welfare schemes for tea workers.

Appreciation was expressed for government initiatives, including the Assam Tea Industries Special Incentives Scheme. The vital roles played by the Tea Board, TRA, GTAC, and law enforcement in supporting the industry were duly recognized in the conference.

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Bottled Tea Market Projected to Reach $78 Billion by 2033

The global bottled tea market refers to packaged ready-to-drink teas distributed through retail channels worldwide. Key product categories include black tea, green tea, herbal tea, matcha tea and others like oolong and white tea. The market caters to rising on-the-go consumption demands for convenient and healthy beverage options.

The bottled tea market is anticipated to grow at a Compound Annual Growth Rate (CAGR) of 4.5% from 2023 to 2033. With a valuation of US$ 50 billion in 2023, it is projected to achieve a market size of US$ 78 billion by the conclusion of 2033.

Bottled tea allows consumers to enjoy favorite tea preparations without the hassle of steeping leaves. Innovative combinations of tea extracts, fruits, herbs, vitamins and supplements within attractive packaging create a premium perception that supports higher price points for manufacturers versus other mass beverage categories.

Urban professionals are the primary target demographic owing to on-the-go lifestyles and rising health consciousness. Marketers thus emphasis functional benefits around antioxidants, vitamins, and natural energy alongside great taste. Distribution through professional workplaces and fitness centers builds consumption occasion awareness aligned to white-collar wellness trends.

Rising competition from alternative beverages including energy drinks, coffees, health drinks and even water compel bottled tea brands to launch innovative offerings aligned to emerging consumer priorities around functional ingredients, sugar reduction, unique flavors, organic positioning, and sustainable packaging.

Many incumbents now focus on developing specialist products like kombucha-infused teas targeting niche health segments. Premiumization also remains a key strategy, seen in high minimum order volumes that enhance the category's aspirational status. International expansion to realize growth opportunities within markets like Western Europe and Latin America also features prominently.

Mergers & acquisitions similarly allow smaller tea brands to leverage the distribution might of bigger beverage corporations. Independent brands in turn help conglomerates augment their innovation pipelines and brand portfolios.

The overall expansion of the bottled tea market can be attributed to several factors:

- Growing demand for specialty teas and their increased availability.
- Preferences of health-conscious consumers for nutritious tea beverages.
- Millennials' expanding taste preferences for a variety of ready-to-drink bottled tea flavors.
- Widening accessibility of bottled tea through diverse sales channels.

Bottled Tea Market Trends

Notable trends shaping bottled tea innovation and marketing include:

- Unique fruit flavor infusions and botanical combinations
- Kombucha tea gaining traction for gut health benefits
- Organic and sustainable ingredient sourcing
- Attractive and functional packaging design
- Direct-to-consumer models building brand loyalty
- Distribution via gyms, workplaces and airlines
- Positioning as superior hydration and as an energy drink alternative
- Targeting men through active lifestyle associations

Bottled Tea Market Opportunities

Substantial growth runway remains for bottled tea to convert at-home loose leaf tea drinkers in developed markets like Western Europe and North America along with further penetration in emerging regions. Kids also represent an underexplored target group in most regions.

More natural energy drink replacement represents a promising use case too. Brands able to substantiate unique functional benefits and better communicate hydration qualities relative to water stand to gain. There are also untapped events distribution possibilities around venues like music festivals and marathons where bottled tea can quench thirst and provide energizing lift.

Competitive Landscape

In the competitive landscape, leading companies are striving to enhance their market presence through the incorporation of innovative ingredients and flavor combinations, while maintaining stringent quality control measures. Key manufacturers in the bottled tea sector are implementing strategies such as introducing new developments, elevating product standards, and launching products in compliance with safety regulations to minimize environmental impact. Their focus extends to factors such as authenticity, packaging, pricing trends, and the optimization of supply chain management.

For example:

1. Tiesta Tea, a Chicago-based loose-leaf tea company, introduced a novel line of functional cold-brew bottled tea available in selected U.S. grocery stores.
2. Buddha Teas, a California-based brand, expanded its reach into Latin America, specifically Mexico, with offerings including bottled tea and beverages, cannabidiol blends, and ready-to-drink matcha beverages.
3. Stok, a brand owned by DanonWave, unveiled a new series of cold brew beverages, featuring Stok Yerba Mate Cold Brew Teas, representing a range of ready-to-drink bottled tea options.
4. Arcadia Beverage introduced Zumora, a fresh clean-label beverage line that includes bottled tea among its offerings.

Key companies in Bottled Tea Market: Argo Tea, OISHI GROUP, Suntory Products Ltd., Tiesta Tea, Arizona Beverage Company, Monster Beverage Corporation, PepsiCo Inc., Arcadia Beverage

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