

# TEA MARKET REPORT

**SALE NO: 35**

September 03 & 04, 2024



## **LANKA COMMODITY BROKERS LTD**

P.O.Box.2077, Colombo, No: 70 & 72, Maligakanda Road, Colombo 10, Sri Lanka.

Tel:94 11 5222300 Fax: 94 11 5377090

E-mail: [lcbl@lcbl-sl.com](mailto:lcbl@lcbl-sl.com) Website: [www.lcbl-sl.com](http://www.lcbl-sl.com)

### COMMENTS

This week's Tea Auction, namely Sale #35 of 2024 was held on September 03/04, 2024 (Tue/Wed). A total weight of 5.4 mkg was on offer, which shows a slight decrease of 0.48 mkg when compared to the previous week's quantity. The Low Grown Leafy, Semi Leafy, Tippy/Small Leaf & Premium Flowery catalogues totaled 2.5 mkg, while the Main Sale High & Medium segment had 0.63 mkg. The Ex Estate category had 0.7 mkg.

Fair demand prevailed at this week's Ex-Estate sale although an irregular trend was witnessed towards the latter part of the sale. A few improved Wesatern BOP's which commenced Rs.40-60/- per kg dearer gained considerably following special inquiry as the sale progressed; the others sold at last levels. Clean below best varieties were firm to irregularly dearer along with teas at the lower end . Select best Western BOPF's too gained by Rs.20-40/- per kg and more on quality whilst the balance were firm. Teas in the below best category with quality was maintained gained Rs.20-40/- per kg was the others declined by the similar margin. Teas at the lower end were generally firm. The majority of the Nuwara Eliya teas remained unsold due to lack of suitable bids. Udapussellawa BOP's declined Rs.40/- per kg and more whilst their corresponding BOPF's were firm to Rs.20-40/- per kg dearer. Uva seasonal teas declined this week by Rs.50-150/- per kg and more following quality. CTC Teas -High and Medium PF1's, the better sorts sold at last levels whilst the others were irregularly lower. Low Grown PF1's, the better sorts which commenced at last week's closing levels gained Rs.50/- per kg selectively towards the close. High & Medium - BP1's were mostly discounted and unsold whilst Low Grown varieties were firm to Rs.20-40/- per kg dearer. The limited selection of better liquoring teas continued to be sought after by shippers to Japan and Europe whilst the balance were accounted for by Russia, CIS and China . The majority of the Exporters continued to be very selective in their purchases.

In the Low Grown catalogues, better whole leaf teas were in general firm to selectively dearer whilst the balance were a lower feature. PEKOE's were firm on last levels. In the Small leaf category, select best FBOP/FBOP's were firm to easier whilst the balance in general were witnessed a lower trend. Bright Tippy teas however appreciated this week. Shipper to the Middle East, Russia and CIS countries were active.

This week's auction comprised of 11,151 lots with a total quantity of 5,496,178 kgs.

#### *In Lighter Vein*

The catalogue wise breakdown was as follows:-

#### **“Three drunks hailed a taxi.”**

	<u>Lots</u>	<u>Qty. (Kgs)</u>
Low Grown Leafy	1,976	729,780
Low Grown Semi Leafy	1,610	707,578
Low Grown Tippy	2,104	1,062,789
High & Medium	1,490	636,122
Off Grade/BOP1A	2,370	1,175,691
Dust	532	451,099
Premium Flowery	342	52,826
Ex-Estate	<u>727</u>	<u>680,293</u>
<b>Total</b>	<b><u>11,151</u></b>	<b><u>5,496,178</u></b>

*The taxi driver seeing that they were so wasted when they got in, he just switched on the engine and switched it off, and said we are here,*

*The 1<sup>st</sup> guy gave him money, 2<sup>nd</sup> guy said thanks, but the 3<sup>rd</sup> guy slapped him. The taxi driver was stunned because he was hoping that none of them would have realized the car didn't move an inch.*

*So what was that for, he asked.*

*Control your speed next time, you almost killed us.*

## LOW GROWN TEAS

### LEAFY/SEMI LEAFY

**BOP1** : Select best and best teas were barely steady whilst the balance were easier.

**OP1** : Well-made teas were dearer whilst the balance tended irregular. Stalky invoices were firm.

**OP** : Select best and best OP's selectively dearer whilst the balance tended irregular. Teas at the lower end were firm.

**OPA** : Well-made invoices were maintained whilst the balance were declined.

**PEK/PEK1**: Bolder PEK's on average Rs.50/- per kg dearer. Select best PEK1's were firm whilst the balance were declined.

Quotations (Rs./Kg)	Best		Below Best		Others	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
<b>BOP1</b>	<b>1600-3000</b>	1600-3000	<b>1000-1300</b>	1000-1300	<b>800-950</b>	800-950
<b>OP1</b>	<b>1350-3200</b>	1350-3200	<b>1000-1200</b>	1000-1200	<b>700-800</b>	700-800
<b>OP</b>	<b>1250-1900</b>	1250-1950	<b>1000-1250</b>	1000-1200	<b>700-750</b>	700-740
<b>OPA</b>	<b>1200-2000</b>	1250-2000	<b>1000-1100</b>	1000-1100	<b>700-750</b>	700-725
<b>PEK/PEK1</b>	<b>1550-2300</b>	1500-2250	<b>1200-1450</b>	1200-1400	<b>900-1050</b>	900-1000

### TIPPY/SMALL LEAF

**BOP/BOPSP** : BOP's, in general, were firm on last.

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

**FBOP/FBOP1** : Well-made FBOP's together with the cleaner Below Best and the cleaner teas at the lower end were firm whilst the balance were easier following quality. FBOP1's, in general, were firm.

**FBOPF/FBOPF1** : Very Tippy teas together with the Best and the cleaner Below Best appreciated whilst the balance were easier following quality. Select best and Best FF1's were firm to easier. However, the cleaner Below Best were firm whilst the balance were irregular following quality.

**FBOPFSP** : Best and select best teas met with last week's levels whilst bottoms were irregularly lower.

**EXSP** : Best and select best met with fair demand. Below best and others were dearer by 100-200/- per kg.

Quotations (Rs./Kg)	Best		Below Best		Others	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
<b>BOP/BOPSP</b>	<b>2100-2550</b>	2000-2300	<b>1700-2050</b>	1500-1950	<b>1000-1650</b>	950-1450
<b>BOPF /BOPFSP</b>	<b>1400-1950</b>	1450-2100	<b>1000-1350</b>	1100-1300	<b>750-950</b>	900-1050
<b>FBOP/FBOP1</b>	<b>1950-2350</b>	2300-2500	<b>1600-1900</b>	1700-2250	<b>950-1550</b>	1000-1650
<b>FBOPF/FBOPF1</b>	<b>1700-2000</b>	1600-1950	<b>1200-1650</b>	1100-1550	<b>900-1150</b>	850-1050
<b>FBOPFSP/EXSP</b>	<b>4000-6450</b>	4200-6600	<b>2200-3900</b>	2500-4100	<b>1600-2100</b>	1500-2400

### MEDIUM GROWN LEAFY/SEMI LEAFY TEAS

**FBOP** : Select well-made FBOP's tended irregular whilst the below best and the poorer types lost in value.

**FBOPF/FBOPF1** : Well-made FBOPF1's were firm to irregularly lower whilst the below best and the lower end teas declined in value.

**PEK/PEK1** : Except for the bold shotty PEK1's balance declined in value.

Quotations (Rs./Kg)	Best		Below Best		Others	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
<b>FBOP</b>	<b>1600-2000</b>	1600-1950	<b>1200-1600</b>	1250-1550	<b>750-1200</b>	740-1250
<b>FBOPF/FBOPF1</b>	<b>1500-1800</b>	1300-1700	<b>1200-1500</b>	1250-1300	<b>760-1200</b>	760-920
<b>PEK/PEK1</b>	<b>1400-1800</b>	1400-1620	<b>1100-1400</b>	1100-1450	<b>750-1100</b>	710-1100

### HIGH GROWNS TEAS

**BOP** : Best Western's – A few improved invoices which commenced Rs. 40-60/= per kg dearer, gained considerably following special inquiry as the sale progressed, whilst the others sold at last levels. Cleaner Below Best varieties were firm to irregularly dearer, whilst the others sold at last levels. Teas at the lower end were irregularly lower following quality. Nuwara Eliya's were mostly unsold. Uda Pussellawa's declined by Rs. 40 /=per kg and more following quality. Uva's – Seasonal teas declined by Rs. 100-150/= per bkg and more, whilst the others declined by Rs. 50-60 per kg and more following quality.

**BOPF**: Best Western's gained by Rs. 20-40/= per kg and more following quality, whilst the others sold at last levels. Teas in the Below Best category, where quality was maintained, gained by Rs. 20-40/= per kg, whilst the others declined by a similar margin. Teas at the lower end sold at last levels. Nuwara Eliya's were mostly unsold. Uda Pussellawa's – Better sorts gained by Rs. 40/= per kg, whilst the others which commenced Rs. 20-40/= per kg dearer gained further towards the close. Uva's – Seasonal teas continued to sell at last levels, whilst the others declined by Rs. 40-60/= per kg

Quotations (Rs./Kg)	BOP		BOPF	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
<b>Best Westerns</b>	<b>1380-1650</b>	1320-1500	<b>1360-1440</b>	1300-1400
<b>Below Best Westerns</b>	<b>1180-1360</b>	1080-1300	<b>12220-1340</b>	1160-1280
<b>Plainer Westerns</b>	<b>1060-1170</b>	1060-1160	<b>1080-1200</b>	1060-1140
<b>Nuwara Eliyas</b>	N/A	1400-1550	N/A	N/A
<b>Brighter UdaPussellawas</b>	<b>1160-1180</b>	1200-1240	<b>1160-1180</b>	1140-1120
<b>Other Uda Pussellawas</b>	<b>1040-1100</b>	1060-1120	<b>1040-1140</b>	1040-1080
<b>Best Uva's</b>	<b>1400-2850</b>	1360-3100	<b>1260-2150</b>	1280-2300
<b>Other Uva's</b>	<b>1120-1200</b>	1100-1300	<b>1100-1200</b>	1100-1260

## MEDIUM GROWN TEAS

**BOP** : Best varieties declined by Rs.50/- per kg whilst the others lost to a lesser extent.

**BOPF** : Better sorts sold at last levels whilst the others were irregularly dearer.

Quotations (Rs./Kg)	BOP		BOPF	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
<b>Best Westerns</b>	<b>860 - 1900</b>	830 - 17000	<b>860-1220</b>	810-2020

## CTC TEAS

### HIGH GROWN:

**BP1** - Mostly discounted and unsold

**PF1** - Better sorts sold at last levels whilst the others were irregularly lower.

### MEDIUM GROWN:

**BP1** - Better sorts were discounted and mostly unsold whilst the others sold at last levels.

**PF1** - Better sorts sold at last levels whilst the others were irregularly dearer.

### LOW GROWN:

**BP1** - Better sorts gained by Rs.20-40/- per kg and more whilst the others sold at last levels.

**PF1** - Better sorts which commenced at last week's closing levels gained by Rs.50/- per kg selectively towards the close whilst the others were irregularly lower following quality.

closing levels, gained by Rs.20-40/- per kg and more towards the close.

Quotations (Rs./Kg)	BP1		PF1	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
<b>High</b>	<b>860 - 900</b>	840	<b>920 - 1180</b>	830 - 1160
<b>Medium</b>	<b>830 - 1000</b>	830 - 1020	<b>750 - 1200</b>	810 - 1160
<b>Low</b>	<b>890 - 1300</b>	900 - 1160	<b>710 - 1600</b>	820 - 1550

## OFF GRADES

**FGS/FGS1** : Select Best Liquoring FNGS/FNGS1 appreciated Rs.20-40/- per kg. Best types appreciated Rs.20/- per kg and poorer teas firm on last levels whilst well-made Low Grown FNGS/FNGS1 advanced Rs.30/- per kg. Below best firm on last levels. Poorer types held firm.

**BM** : Well-made teas firm to dearer. Best teas advanced Rs.10-20/- per kg. Poorer varieties lost Rs.20/- per kg.

**BOP1A** : PEK1's reducers' shed Rs.50/75- per kg on last whilst best BOP1A's firm on last. Below best teas irregular and poorer types lost Rs.10-20/- per kg.

QUOTATIONS (Rs./kg)	HIGH		MEDIUM		LOW	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Good Fannings (Orthodox)	920-1220	920-1160	780-820	780-840	850-950	800-920
Good Fannings (CTC)	880-950	880-1000	770-850	770-820	770-820	750-850
Other Fannings (Orthodox)	680-720	680-720	680-720	680-720	680-770	680-770
Other Fannings (CTC)	N/A	N/A	N/A	N/A	N/A	N/A
Good BM's	830-850	830-840	820 - 860	820 - 840	820-930	810-920
Other BM's	700-730	700-740	700-740	700-750	720-750	700-750
Best BOP1As	780-820	780-820	760-830	780-830	920-1400	950-1400
Other BOP1As	730-760	740-760	730-760	740-770	730-780	740-790

## DUST

**DUST/DUST1:** High Grown liquoring Dust/Dust1's eased by Rs.50-100/- per kg due to less demand from local buyers whilst their secondaries and poorer types were irregular and mostly lower. Low Grown teas were firm on last levels.

**PD** : High & Medium category teas lost Rs.40-60/- per kg whilst the Low Grown teas too declined Rs.50-60/- per kg.

QUOTATIONS (Rs./kg)	HIGH		MEDIUM		LOW	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Good Primary Dust1 (Orthodox)	750-1550	760-1850	730-1160	750-1180	780-1260	750-1300
Good Primary PD (CTC)	730-1200	720-1160	720-1040	730-1240	770-1320	750-1400
Secondary Dust	740-1160	730-1200	740-820	750-780	780-1220	750-1200

**WESTERN MEDIUM**

Nayapane	BOP	1900/-
<b>*Harangalla</b>	<b>BOP</b>	<b>1700/-</b>
Dartry Valley	BOP	1700/-
Harangalla	BOP	1700/-
<b>*Hatale</b>	<b>BOP</b>	<b>1480/-</b>
<b>*Ingurugala</b>	<b>BOP</b>	<b>1440/-</b>
Kenilworth	BOPSP	1750/-
<b>*Hatale</b>	<b>BOPSP</b>	<b>1500/-</b>
<b>*Uplands</b>	<b>BOPSP</b>	<b>1500/-</b>
<b>*Vellai Oya</b>	<b>BOPF/BOPFSP</b>	<b>1220/-</b>
Dartry Valley	BOPF/BOPFSP	1220/-
Dartry Valley	BOP1	1850/-
Harangalla	FBOP/FBOP1	2000/-
<b>*Hatale</b>	<b>FBOP/FBOP1</b>	<b>1900/-</b>
Harangalla	FBOPF/FBOPF1	1800/-
Craighead	FBOPF/FBOPF1	1800/-
<b>*Hatale</b>	<b>FBOPF/FBOPF1</b>	<b>1750/-</b>
<b>*Ancoombra</b>	<b>FBOPF/FBOPF1</b>	<b>1700/-</b>
<b>*Ancoombra</b>	<b>FBOPF/FBOPF1</b>	<b>1650/-</b>
Dartry Valley	OP/OPA	1480/-
<b>*Hatale</b>	<b>OP/OPA</b>	<b>1400/-</b>
Doombagastalawa	OP1	1800/-
Uplands	PEK/PEK1	1800/-

**WESTERN HIGH**

Wattogodde	BOP	1650/-
Robgill	BOP	1650/-
Bambrakelly	BOP	1650/-
Wattogodde	BOPSP	1650/-
Great Western	BOPF/BOPFSP	1440/-
Inverness	BOP1	1750/-
Bambrakelly	FBOP/FBOP1	1750/-
Inverness	FBOPF/FBOPF1	1700/-
Bambrakelly	OP/OPA	1340/-
Bambrakelly	OP1	1440/-
Great Western	PEK/PEK1	1550/-

**NUWARA ELIYA**

Court Lodge	BOP	1080/-
Kenmare	BOPSP	1120/-
Kenmare	BOPF/BOPFSP	1000/-
Kenmare	FBOP/FBOP1	1320/-
Kenmare	FBOPF/FBOPF1	1280/-
Court Lodge	PEK/PEK1	1020/-

**CTC TEAS****HIGH GROWN**

<b>*Dunsinane CTC</b>	<b>PF1</b>	<b>1180/-</b>
<b>*Ulugedara CTC</b>	<b>BP1</b>	<b>980/-</b>

**MEDIUM GROWN**

<b>*New Peacock CTC</b>	<b>PF1</b>	<b>1200/-</b>
Delta CTC	BP1	1000/-
Strathdon CTC	BP1	1000/-

**LOW GROWN**

Kalubowitiyana CTC	PF1	1600/-
<b>*Kalubowitiyana CTC</b>	<b>PF1</b>	<b>1550/-</b>
Cecilayan CTC	BP1	1300/-

**UVA MEDIUM**

St. James	BOP	2500/-
Demodera 'S'	BOPSP	1950/-
St. James	BOPF/BOPFSP	2100/-
Ury	BOP1	1850/-
<b>*Roseland Uva</b>	<b>BOP1</b>	<b>1800/-</b>
Sarnia Plaiderie	FBOP/FBOP1	1750/-
Halpewatte Uva	FBOP/FBOP1	1750/-
Sarnia Plaiderie	FBOPF/FBOPF1	2000/-
Ury	OP/OPA	1280/-
Adawatte	OP1	1700/-
Aruna Passara	PEK/PEK1	1650/-

**UVA HIGH**

Aislaby	BOP	2850/-
Ranaya	BOPSP	1500/-
Aislaby	BOPF/BOPFSP	2150/-
Spring Valley	BOP1	1420/-
Gonamotawa	FBOP/FBOP1	1750/-
Uva Highlands	FBOPF/FBOPF1	2000/-
Mount Uva	OP/OPA	1200/-
Glenanore	OP1	1460/-
Oodoowerre	OP1	1460/-
Needwood Super	PEK/PEK1	1600/-

**UDAPUSSELLAWA**

<b>*Mooloya</b>	<b>BOP</b>	<b>1180/-</b>
Kirklees	BOPSP	1160/-
Kirklees	BOPF/BOPFSP	1180/-
<b>*Mooloya</b>	<b>BOPF/BOPFSP</b>	<b>1160/-</b>
Liddesdale	BOPF/BOPFSP	1160/-
Alma	FBOPF/FBOPF1	1650/-
Alma	OP/OPA	1220/-
Alma	PEK/PEK1	1650/-

**OFF GRADES**

<b>*Chandrika Estate</b>	<b>BP</b>	<b>1460/-</b>
Suwishka	BP	1460/-
Hingalgoda CTC	PF	1320/-
Magedara	BM	1300/-
Parakaduwa Super	BM	1300/-
Wanarajah	FNGS/FNGS1	1260/-
Chandrika Estate	BOPIA	1440/-
Aldora	BOPIA	1340/-
<b>*Chandrika Estate</b>	<b>BOPIA</b>	<b>1320/-</b>

**LOW GROWN LEAFY GRADES**

Kolonna Super	BOP1	3000/-
Susantha	OP1	3200/-
Mulatiyana Hills	OP	1900/-
Dampahala	OP	1900/-
Bogoda Group	OP	1900/-
Liyonta	OPA	2000/-
Lumbini	PEKOE	2300/-
Lumbini	PEKOE 1	2450/-

**LOW GROWN TIPPY GRADES**

Rajjuruwatta Super	BOP	2550/-
Golden Garden	BOP	2500/-
<b>*Andaradeniya Super</b>	<b>BOP</b>	<b>2400/-</b>
<b>*Green House</b>	<b>BOPA</b>	<b>2400/-</b>
<b>*Selna</b>	<b>BOPA</b>	<b>2400/-</b>
<b>*Andaradeniya Super</b>	<b>BOPSP</b>	<b>2000/-</b>
<b>*Sithaka</b>	<b>BOPF</b>	<b>1950/-</b>
Hidellana	BOPF	1950/-
Rajjuruwatta Super	BOPFSP	1950/-
<b>*Sithaka</b>	<b>FBOP</b>	<b>2350/-</b>
Pothotuwa	FBOP	2350/-
Wijaya Group	FBOP1	2150/-
<b>*Sithaka</b>	<b>FBOP1</b>	<b>2000/-</b>
<b>*Sithaka</b>	<b>FBOPF</b>	<b>1950/-</b>
Gunawardana	FBOPF	1950/-
<b>*Hidellana</b>	<b>FBOPF</b>	<b>1850/-</b>
Stream Line	FBOPF1	2000/-

**PREMIUM FLOWERY**

New Falcon Lanka	FBOPFSP	6450/-
Kiruwanaganga	FBOPFEXSP	6300/-
New Falcon Lanka	FBOPFEXSP	5950/-
<b>*Greenwin Super</b>	<b>FBOPFEXSP</b>	<b>5850/-</b>
Kamarangapitiya	FBOPFEXSP1	6250/-

**DUST**

Pothotuwa	DUST	1220/-
St. Coombs	DUST1	1550/-
Hingalgoda CTC	PD	1320/-

## COLOMBO AUCTION – WEEKLY GROSS SALE AVERAGES

SALE NO.34 OF 28<sup>th</sup> August, 2024

	2024			2023	
	Weekly	Month to Date	Year to Date	Weekly	Year to Date
Uva High Grown	1,148.87	1,140.55	1,115.08	931.96	989.71
Western High Grown	1,145.14	1,169.88	1,191.77	1,064.07	1,135.77
High Grown	1,146.45	1,159.71	1,167.01	1,020.39	1,089.12
Uva Medium	1,105.33	1,088.13	1,143.50	1,071.94	1,030.69
Western Medium	1,003.63	1,013.38	1,071.69	1,011.18	997.52
Medium Grown	1,034.51	1,037.34	1,095.71	1,026.40	1,008.11
Low Grown (Orthodox)	1,314.92	1,297.71	1,379.95	1,314.05	1,289.59
Combined L.G. (Orthodox + CTC)	1,295.11	1,266.10	1,355.54	1,300.67	1,271.67
<b>Total</b>	<b>1,219.42</b>	<b>1,200.65</b>	<b>1,270.02</b>	<b>1,205.21</b>	<b>1,188.39</b>

Private Sale Figures (26.08.2024 – 31.08.2024) - 89,524.00 kgs

Cumulative - 4,276,319.50 kgs

### DETAILS OF TEAS AWAITING SALE

	<u>Sale of 09<sup>th</sup> /10<sup>th</sup> Sep. '24</u>		<u>Sale of 18<sup>th</sup> Sep. '24</u>	
	<u>Lots</u>	<u>Qty. (Kgs)</u>	<u>Lots</u>	<u>Qty. (Kgs)</u>
Low Grown Leafy	1,868	696,961	1,492	520,985
Low Grown Semi Leafy	1,576	674,715	1,265	511,165
Low Grown Tippy	2,144	1,064,529	1,593	738,695
High & Medium	1,630	688,051	1,214	510,878
Off Grade/BOP1A	2,262	1,123,542	1,393	669,041
Dust	523	452,189	423	369,480
Premium Flowery	421	61,668	282	37,063
Ex-Estate	<u>770</u>	<u>730,111</u>	<u>712</u>	<u>669,148</u>
<b>Total</b>	<b><u>11,194</u></b>	<b><u>5,491,766</u></b>	<b><u>8,374</u></b>	<b><u>4,026,455</u></b>



## NATIONAL ELEVATIONAL AVERAGES – AUGUST, 2024

Elevation	MONTH		TO-DATE	
	QUANTITY -KG-	AVERAGE -RS./KGS-	QUANTITY -KG-	AVERAGE -RS./KGS-
<b>ORTHODOX</b>				
<b>UVA-HIGH</b>	1,416,568	1,142.84	10,975,389	1,114.85
<b>WESTERN-HIGH</b>	2,460,622	1,190.86	21,135,832	1,211.70
<b>UVA-MEDIUM</b>	1,264,862	1,088.67	10,212,016	1,137.72
<b>WESTERN-MEDIUM</b>	1,822,328	1,040.28	14,327,113	1,106.27
<b>LOW</b>	11,169,348	1,300.01	92,812,394	1,382.30
<b>TOTAL</b>	<b>18,133,727</b>	<b>1,232.08</b>	<b>149,462,742</b>	<b>1,295.37</b>
<b>CTC</b>				
<b>UVA - HIGH</b>	88,775	1,090.33	891,158	1,157.37
<b>WESTERN- HIGH</b>	316,440	988.81	2,749,716	1,088.26
<b>WESTERN - MEDIUM</b>	728,546	949.26	5,140,417	972.85
<b>LOW</b>	1,153,791	948.59	8,430,013	1,001.63
<b>TOTAL</b>	<b>2,287,552</b>	<b>959.87</b>	<b>17,211,304</b>	<b>1,014.94</b>
<b>ORTHODOX/ CTC (Combined)</b>				
<b>UVA-HIGH</b>	1,505,343	1,139.75	11,866,547	1,118.05
<b>WESTERN-HIGH</b>	2,777,062	1,167.84	23,885,548	1,197.49
<b>UVA-MEDIUM</b>	1,264,862	1,088.67	10,212,016	1,137.72
<b>WESTERN-MEDIUM</b>	2,550,874	1,014.28	19,467,530	1,071.04
<b>LOW</b>	12,323,139	1,267.10	101,242,406	1,350.60
<b>TOTAL</b>	<b>20,421,279</b>	<b>1,201.58</b>	<b>166,674,045</b>	<b>1,266.41</b>

## **FUTURE CATALOGUES CLOSURE**

### **Sale No.38 of 24<sup>th</sup> /25<sup>th</sup> September, 2024**

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **05<sup>th</sup> Sep, 2024 at 04.30 p.m.**

### **Sale No.39 of 01<sup>st</sup> /02<sup>nd</sup> October, 2024**

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **12<sup>th</sup> Sep, 2024 at 04.30 p.m.**

### **Sale No.40 of 08<sup>th</sup> /09<sup>th</sup> October, 2024**

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **19<sup>th</sup> Sep, 2024 at 04.30 p.m.**

## **SALE NO. 36**

### **AUCTION OF 09<sup>TH</sup>/10<sup>TH</sup> SEPTEMBER, 2024**

#### **BROKERS' SELLING ORDER**

#### **Leafy/Semi Leafy/Tippy/BOP1A/ Premium Flowery**

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

#### **High & Medium/Off Grades/Dust**

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

#### **Ex-Estate**

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

## Crop & Weather

For the period 27<sup>th</sup> August to 02<sup>nd</sup> September, 2024

### Western/Nuwara Eliya Regions:-

The Western Region reported rain, whilst the Nuwara Eliya Region reported bright weather throughout the week. Rain and windy conditions are expected in both regions in the week ahead according to the Department of Meteorology.

### Uva/ Udapussellawa Region:-

The Uva and Udapussellawa regions reported bright weather and intermittent showers throughout the week. According to the Department of Meteorology, rain is expected in the Uva Region in the week ahead.

### Low Grown:-

Rain was reported throughout the week in the Low Grown Region. The Department of Meteorology expects rain in the Low Grown Region in the week ahead.

### Crop Intake:-

The crop intake was maintained in the Western, Nuwara Eliya, Uva and Udapussellawa regions, whilst the Low Grown Region reported an increase.

### WORLD CROP STATISTICS (MKGS)

Country	Month	2023	2024	Difference +/-	To-date 2023	To-date 2024	Difference +/-
SRI LANKA	July	21.56	22.89	1.33	140.98	135.68	-5.30
BANGLADESH	June	8.20	4.80	-3.400	13.70	31.40	17.70
KENYA	May	57.88	54.52	-3.36	225.51	277.14	51.6
MALAWI	May	3.90	4.40	0.50	28.90	31.40	2.5
NORTH INDIA	June	116.78	117.56	0.78	353.76	305.96	-47.80
SOUTH INDIA	June	28.38	24.83	-3.55	113.36	100.03	-13.33

## OTHER MARKETS

### MALAWI MARKET REPORT

#### SALE NO.36 HELD ON 04/09/2024

Less demand for the 2840 packages on offer.

BP1 - Few available on offer were 3USC easier on last.

PF1/PD/D/PF1SC - Were all taken out without bids.

PD/PF1SC - Were neglected.

Secondary FNGS sold 6USC dearer on last, respective dusts were neglected.

#### WEATHER/CROP FOR THE WEEK ENDING 01<sup>ST</sup> SEPTEMBER, 2024

Scattered showers, particularly over the weekend were reported, total average rainfall up to 35 mm and 50 mm in Thyolo and Mulanje respectively.

Crop intakes showed an increase over last, particularly in Mulanje.

## BANGLADESH AUCTION

### **SALE NO. 17 OF MONDAY 02<sup>nd</sup> September, 2024**

**CTC LEAF** : 49,041 packages of tea on offer continued to meet with a good demand.

**BROKENS** : Good liquoring Brokens were keenly sought after and sold at firm to slightly dearer rates. Medium types met with a better demand and mostly sold at around last levels with a fewer withdrawals. Plainer types saw fair interest and were slightly easier with some withdrawals. BLF teas witnessed a little more interest with less withdrawals.

**FANNINGS** : Good liquoring Fannings were quite a firm feature and were occasionally dearer with quality. Mediums met with a better demand and were about steady. Plainer types saw fair interest and were slightly easier with some withdrawals. BLF teas witnessed a little more interest with less withdrawals.

**DUST** : 11,786 packages of tea on offer met with good demand. Good liquoring Dusts particularly the CDs sold well at around last levels. Mediums had fair demand but declined by Tk.5/- to Tk.8/- with some withdrawals. Plain/BLF Dusts met with a selective demand with quite heavy withdrawals. Blenders lent strong support with fair interest from the Loose tea buyers.

**COMMENTS** : A good demand prevailed throughout the sale whereby most teas sold well in line with quality. Blenders were more active with more interest from the Loose tea buyers. As a result, withdrawals were less.

CDs were in good demand and sold well.

#### **Quotations – This Week – (In Taka)**

Brokens	This Week	Last Week	Fannings	This Week	Last Week	Dust	This Week	Last Week
<b>Best</b>	<b>220-230</b>	220-230	<b>Best</b>	<b>220-230</b>	220-230	<b>PD</b>	<b>191-238</b>	180-270
<b>Good</b>	<b>210-215</b>	210-215	<b>Good</b>	<b>210-215</b>	210-215	<b>RD</b>	<b>170-295</b>	160-300
<b>Medium</b>	<b>195-200</b>	195-200	<b>Medium</b>	<b>190-200</b>	190-195	<b>D</b>	<b>160-315</b>	185-315
<b>Plain</b>	<b>160-180</b>	160-175	<b>Plain</b>	<b>160-180</b>	160-175	<b>CD</b>	<b>190-340</b>	160-364
<b>BLF</b>	<b>160</b>	160-163N	<b>BLF</b>	<b>160</b>	160-162N	<b>BLF</b>	<b>160</b>	160-179



## SOUTH INDIAN ROUNDUP

FOR THE WEEK ENDING - 31<sup>ST</sup> August, 2024

### KOCHI

#### CTC LEAF

**Demand :** Fair Demand : All grades are sold dearer levels by Rs 5 to Rs.8.

#### ORTHODOX LEAF

**Demand :** Good demand.

**Buying Pattern :** Cleaner blacker whole leaves sold at dearer levels by Rs.5/- to Rs.10/- and at times more, Other whole leaves sold at fully firm levels. Primary, Secondary broken and fannings also sold at substantially dearer levels.

**Market :** CIS & Middle East, buyers operated.

#### DUST

**Demand :** Good Demand.

**Buying Pattern :** Popular Marks & Better mediums sold fully firm levels to dearer levels by ₹3 to ₹4. Mediums and plainers also sold at dearer levels by ₹ 5 to ₹8 or sometimes more.

**Market :** Major Packeteers and exporters were active, internal market also were active.

### COONOR

#### CTC LEAF

**Demand :** Fair.

**Market :** Market opened on a strong note being fully firm to dearer by Rs. 3/- to Rs. 5/- and upto Rs. 10/- across all grades and categories. However as the sale progressed it had witnessed fair amount of withdrawals due to less participation from the Packeteers and Blenders.

**The overall sale percentage is 87% at an average of Rs. 132.21.**

**Buying Pattern:** Major blenders and Regional Packeteers continued to be the main stay whilst Internal lent fairly good support. The Export was mainly operating on the Larger broken and on the cleaner Fannings.

#### ORTH LEAF

**Demand :** Strong.

**Market :** Market generally was firm to dearer across all grades and categories by Rs. 3/- to Rs. 5/- and upto Rs. 10/-. However the browner and dis-coloured teas have suffered outlots.

**The overall sale percentage is 95% at an average of Rs. 137.91.**

**Buying Pattern:** Fairly strong Export enquiry was forthcoming with equally good support from the local and Internal buyers.

**CTC DUST****Demand :** Strong.**Market :** Fully firm to dearer on the smaller and finer grades of the Brighter liquoring teas whilst the Mediums and others have traded by Rs. 3/- to Rs. 5/- and upto Rs. 10/- higher across all grades.**The overall sale percentage is 97% at an average of Rs. 134.77.****Buying Pattern:** Strong Internal demand was witnessed after a long time whilst the Exporters and Major blenders were seen lending fair support.**ORTH DUST****Demand :** Strong.**Market:** Fully firm to dearer across all grades and categories by Rs. 3/- to Rs. 5/- and upto Rs. 10/- barring some popular primary dust grades which have dropped a little.**The overall sale percentage is 93% at an average of Rs. 127.27.****Buying Pattern:** Strong Export enquiry was forthcoming with fair Internal participation.**COIMBATORE****CTC LEAF****Demand :** Strong demand.**Market :** Better and popular sorts were dearer by Rs.5/- to Rs.8/ sometimes more following quality. Medium teas were dearer by Rs.8/- to Rs.10/- sometimes more on BOPF. Plainer teas were dearer by Rs.4/ to Rs.10/-.**Buying Pattern :** Blenders, packeteers and internal were active. Exporters were selective.**ORTH LEAF****Demand :** Good demand.**Market :** Whole leaf were dearer by Rs.2/- to Rs.5/-. Well made brokens were substantially dearer. Secondary brokens were dearer by Rs.2/- to Rs.5/-. BOPF/OF were dearer by Re.1/- to Rs.3/-.**Buying Pattern :** All sections were active.**CTC DUST****Demand :** Good demand.**Market :** Better medium and popular bolder grades were irregular and dearer by Re.2/- to Rs.3/-. Others were dearer by Rs.2/- sometimes more. Medium and plainer teas were dearer by Rs.8/- to Rs.10/- sometimes more.**Buying Pattern :** All sections were active.**ORTH DUST****Demand :** Good demand..**Market :** Firm to dearer by Rs.5/- to Rs.7/.**Buying Pattern :** Exporters were active.

## MOMBASA TEA AUCTION MARKET REPORT

**Sale No.35 of 26<sup>th</sup> & 27<sup>th</sup> AUGUST, 2024**

Improved general demand for the 180,096 packages (12,181,914.00 kilos) offered; 48.01% remained unsold.

*The multiple reprint auction (M4) had 111,660 packages (7,625,780 kilos) with 89.13% neglected.*

### MARKETS

**Egyptian Packers, Pakistan Packers and Bazaar** showed strong support with maintained activity from **Yemen, other Middle Eastern countries, Afghanistan, Kazakhstan** and other **CIS states**. **UK** were active but selective with some enquiry from **China**. **Russia, Sudan** and **South Sudan** reduced support while **Local Packers** maintained interest; **Iran** were quiet. **Somalia** were active at the lower end of the market.

### OFFERINGS

**Leaf Grades** - 101,913 packages (6,748,640.00 kilos) – 59.46% unsold.  
**Dust Grades** - 60,128 packages (4,475,128.00 kilos) – 38.38% unsold.  
**Secondary Grades** - 18,055 packages ( 958,146.00 kilos) – 15.40% unsold.

### LEAF GRADES (M2)

#### BP1:

**Best** – Steady to irregularly dearer by up to USC104.

**Brighter** – Firm to USC11 dearer with a few invoices appreciating by up to USC48 and USC91 but a few invoices lost up to USC22.

**Mediums** – KTDA mediums were steady at previous levels while plantation mediums saw less activity and most teas remained unsold with select invoices discounted by up to USC32.

**Lower Medium-** Shed up to USC36, select teas however gained up to USC8.

**Plainer** – Were easier by up to USC22.

#### PF1

**Best** – Were well competed for and advanced by up to USC28.

**Brighter** – Steady to USC27 above previous rates.

**Mediums** - KTDA mediums were firm to USC12 dearer with select teas advancing by USC27. Plantation mediums were mostly dearer by up to USC24 but some lines lost up to USC10.

**Lower Medium** – Were mainly irregularly dearer by up to USC55 with a few teas easing by up to USC12.

**Plainer** – Advanced by up to USC23.

CTC QUOTATIONS	BP1 – USC	PF1 – USC
<b>Best</b>	255 – 404	342 – 401
<b>Good</b>	255 – 404	325 – 372
<b>Good Medium</b>	255 – 351	230 – 357
<b>Medium (KTDA)</b>	250 - 252	244 – 317
<b>Medium (Plantations)</b>	162 – 180	155 – 261
<b>Lower Medium</b>	094 – 160	100 -221
<b>Plainer</b>	055 - 150	062 – 140



**DUST GRADES (M1)****PDUST:**

**Best** – Saw improved competition and gained up to USC34.

**Brighter** – Steady to USC33 above previous levels with selected lines dearer by USC105.

**Mediums** – KTDA mediums were firm to USC4 dearer while plantation mediums appreciated by up to USC27.

**Lower Medium** – Saw most teas advance by up to USC18 with a few invoices easing by up to USC9.

**Plainer** – Were irregularly dearer by up to USC28.

**DUST1:**

**Best** – Firm to USC19 above last rates.

**Brighter** – Gained up to USC21.

**Mediums** - KTDA mediums were firm to USC4 dearer to easier by up to USC14 with plantation mediums steady by up to USC14 dearer.

**Lower Medium** – Firm to USC23 dearer.

**Plainer** – Steady to USC16 above previous prices.

CTC QUOTATIONS	PDUST - USC	DUST1 - USC
<b>Best</b>	319 - 394	312- 340
<b>Good</b>	305 - 399	293 - 336
<b>Good Medium</b>	270 - 331	270 - 321
<b>Medium (KTDA)</b>	258 - 277	245 - 260
<b>Medium (Plantations)</b>	204 - 252	174 - 230
<b>Lower Medium</b>	108 - 198	110 - 192
<b>Plainer</b>	062 - 148	084- 132

**SECONDARY GRADES (S1)**

In the Secondary Catalogues, best **BPs** held value while others gained with **PFs** about steady. Clean well sorted coloury Fannings were firm while similar **DUSTs** eased. **Other Fannings** were dearer while **DUSTs** were discounted. **BMFs** were readily absorbed.

SECONDARY QUOTATIONS (USC)	BP / BP2	PF / PF2	FNGS1 /FNGS	DUST / DUST2	BMF
<b>Best / Good</b>	160 - 242	220 - 265	093 - 212	075 - 276	-
<b>Good Medium / Medium</b>	-	-	125 - 156	125 - 235	-
<b>Lower Medium</b>	090 - 136	083 - 132	088 - 130	084 - 149	079 - 093
<b>Plainer</b>	064 - 133	059 - 104	060 - 098	076 - 098	052 - 092

04<sup>th</sup> September, 2024

-/tp

# *INTERNATIONAL TEA NEWS*

## **Organic Tea Market Size to Reach \$2.4 Billion by 2031 | Unilever, Associated British Foods, Vadham Teas Private**

WILMINGTON, DELAWARE, USA, September 2, 2024 /f/ -- The [Organic Tea Market](#) Size was at \$905.40 million in 2021, and is estimated to reach \$2.4 billion by 2031, growing at a CAGR of 10.5% from 2022 to 2031.

One of the most consumed drinks, organic tea is typically produced by boiling or brewing dried *Camellia sinensis* plant leaves. Black tea, which is popular in western countries and organic green tea, which is popular in Asian nations, are the two main varieties of organic tea. A permanent source of water, enough shelter, free-draining soil with a pH range of 5 to 5.8, strict limits for the number of pesticides put on plantations, and careful site selection are all part of organic tea care and husbandry management. Commercial consumption of organic tea is now rising to close the gap between out-of-home tea and coffee consumption. The two largest producers of tea are China and India, which are also big players on the international market.

The cost of the raw materials directly relates to the product's worth. The cost of raw materials and commodities has a significant impact on the food and beverage industry. Companies remove a barrier called price volatility by increasing costs of final products. The price of organic tea is increasing as a result of rising labor expenses and varying raw material availability. The production of organic tea requires a lot of labor, and as plantations get older, crop yield and tea quality deteriorate. The production of organic tea is currently hampered by plant aging, depleted soil, and an increase in insect diseases. The result of this was an increase in the price of tea offered by various players. It is anticipated that this trend will continue during the forecast period as well.

The global organic tea market is analyzed on the basis of type, packaging, distribution channel, and region. On the basis of type, the market is divided into green tea, black tea, oolong tea, and others. Among these, the green tea segment occupied the major Organic Tea Market Share in 2021 and is projected to maintain its dominance during the forecast period. Organic green tea contains polyphenols, which can compose as much as 30% of the dry weight and include flavanols, flavonols, flavonoids, and phenolic acids. The majority of green tea polyphenols (GTPs) in the organic form are flavonols, also referred to as catechins. Green tea use reduces the risk of developing diabetes, cardiovascular diseases, and malignant growth.

On the basis of packaging, the Organic Tea Market Analysis is divided into plastic containers, aluminum tins, paper boards, and others. The plastic containers segment of Organic Tea Market Growth is expected to grow at a moderate rate during the forecast period. Plastic containers are commonly available for tea storage and are a popular choice. Consumers frequently purchase tea in plastic containers because they come in a range of forms and sizes.

On the basis of distribution channel, it is classified into supermarkets/hypermarkets, convenience stores, and online stores. The convenience stores segment is anticipated to expand at the highest CAGR during the forecast period. Convenience stores are types of retail establishments that offer a moderate selection of food, drinks, and everyday things like tea. In residential areas, there are conveniently located convenience stores that are open for extended hours.

The region that dominated the global organic tea market in 2021 was Asia-Pacific, and this dominance is anticipated to continue throughout the forecast period. Health-related products are becoming more popular among consumers in China, India, Indonesia, and Japan. Compared to regular tea, organic tea is seen as being healthier. Herbal and green tea are becoming more and more popular as ways to enhance one's health and appearance.

According to Organic Tea Market Trends by AMR exporters in both developed and developing nations faced a number of difficulties as a result of the COVID-19 pandemic. The implementation of lockdown and curfew procedures on a global scale had an impact on both domestic and foreign manufacture of organic tea, which in turn hindered market expansion. Thus, the COVID-19 pandemic had a negative influence on the Organic Tea Market Demand in 2020 as a result of decreased company sales and operations being suspended.

The major players analyzed for global organic tea industry are Tata Consumer Products, Unilever, Associated British Foods PLC, Vadham Teas Private Ltd., Celestial Seasonings, Bombay Burmah Trading Corp. Ltd., Stash Tea Company, R.C. Bigelow, Inc., Barrys Tea, Hain Celestial Group, Inc., ITO EN, Ltd., Numi, Inc., Organic Tea, Hlssen & Lyon GmbH, Tazo Tea Company, Newman's Own, Inc., PepsiCo, The Coca-Cola Company, Shangri-La Tea Company, Inc., and Yogi Tea GmbH.

#### **KEY FINDINGS OF STUDY**

By type, the green tea segment was the highest revenue contributor to the market, with \$392.4 million in 2021, and is estimated to reach \$1,072.0 million by 2031, with a CAGR of 10.7%. By packaging, the plastic containers segment was the highest revenue contributor to the market, with \$307.4 million in 2021, and is estimated to reach \$872.7 million by 2031, with a CAGR of 11.2%. Depending on distribution channel, the convenience stores segment was the highest revenue contributor to the market, with \$423.6 million in 2021, and is estimated to reach \$1,148.6 million by 2031, with a CAGR of 10.7%.

Region wise, Asia-Pacific was the highest revenue contributor, accounting for \$502.9 million in 2021, and is estimated to reach \$1,315.4 million by 2031, with a CAGR of 10.3%.

## **Ceylon Tea sets global standards in Sri Lanka**

Sri Lanka's tea industry has established a new standard in a bid to improve the quality of the world's only Ceylon Tea. This is through collaboration with Unilever Pepsi for funding the project on regenerative agriculture to achieve the Code for Ceylon Tea. The Pepsi Lipton Tea partnership is a joint venture between PepsiCo and Unilever.

Colombo Tea Traders Association (CTTA) Chairman Sanjaya Herath told The Sunday Times Business that this new international standard will supersede all other standards pertaining to sustainability.

It was pointed out that it was high time that the industry seriously took stock of engaging in regenerative agriculture and along with that they should bring in the required standards.

He noted that while this is already possible on the plantations of the Regional Plantation Companies (RPCs), it is the smallholders that will find it difficult to meet these standards.

In this respect, Mr. Herath noted that the industry will be carrying out an educational drive with the aim of creating awareness among the growers so as to increase production and retain a high quality for the product.

Sri Lanka's tea production levels have been dropping over the years and have now reached around 250 million kg per annum and in fact this year as well quantities produced have been marginally lower than the previous year.

As a result the industry has observed that they need to rejuvenate the plantations as they are heading towards a much larger crisis than simply the lack of fertiliser as there has been inadequate replanting.

Mr. Herath explained that in this context they need to carry out replanting on an extensive level that is a “costly affair” as they would have to incur a cost of Rs.2.5 million per acre. Replanting will take a three and a half year period for the crop to gain fruition.

This requires international donors to engage in an aggressive replanting campaign to ensure the soil is rejuvenated.

With most markets globally seeing a drive by consumers to purchase sustainably produced products, Ceylon Tea will be no exception and as a result this new Sustainability Code will be able to achieve this end once replanting is carried out and the estates engage in internationally accepted practices that will produce a sustainably viable product.

In this respect, the industry hopes to also ensure that the suitable legislation will also be brought in to ensure quality of the end product.

With a view to assisting the industry the Unilever Pepsi company has assured its support to the sector for the next three years to revive the quality and give a boost to the industry in its drive towards regenerative agricultural practices, CTTA Chairman said.

These practices will ultimately ensure the goal of achieving a Code for Ceylon Tea that will be the new standard that has been worked on with the assistance of the Plantation Ministry, it was stated.

This has been outlined in the roadmap for 2030 and beyond that will ensure Ceylon Tea will become a sustainable product in years to come. Unilever has also agreed to provide funding for the certification as well, Mr. Herath said.

Asia Siyaka Brokers MD Anil Cooke said this new certification standard has been made public this week and will be open for public comments.

He noted that this is a progressive step taken by the industry to establish a national standard in the production processes of Ceylon Tea to the world.

Plans are underway to ensure that it will be completed by the end of the year.

This has been established together with the Sri Lanka Standards Institution (SLSI) and once implemented will send the message to the world that this is what Ceylon Tea is all about, Mr. Cooke explained.

## **Global Tea Market to Reach USD 118.77 Bn by 2030, Growing at 6.6% CAGR**

The total global market for the “Tea Market” was valued at USD in 2023 and is expected to grow at a CAGR of percent over the forecast period to reach USD by 2030. The report analyzed by Maximize Market Research, on the Tea market, covers an extensive regional analysis and competitive landscape.

The market for tea worldwide was estimated to be worth US \$75.93 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 6.6% to reach US \$118.77 billion by 2030. Tea comes from the Camellia Sinensis plant and is a pleasant beverage.

It is one of the most consumed drinks in the world. Green and black teas are the most consumed types of tea, however herbal tea is becoming more and more well-liked. Due to the presence of several potent antioxidants and minerals like calcium, magnesium, manganese, and potassium, tea is regarded as a healthful beverage.

## Tea Market Report Scope and Research Methodology

The report on the Tea Market provides a thorough analysis of the market structure and the nature of competition in the market. The Tea Market size was estimated meticulously by using a bottom-up approach to get an understanding of the market growth. Key insights covered in the report include the major drivers of the market at the global level, challenges for future growth, and various opportunities due to technical advancements in the market.

Regional analysis is conducted to provide information on the market leaders in various regions, market penetration, and demographic factors affecting the regional Tea industry. Segment-wise analysis helps gain insights into the core target consumers of the product, and its manufacturers and devise advertising campaigns for the same.

For the competitive analysis of the Tea Market, a competitive matrix is made covering market leaders and new entrants. The report presents an overview of each company along with important takeaways based on the revenue generated, financial health, technological advancements, recent developments, mergers and acquisitions, joint ventures, alliances, and marketing tactics.

Data for the analysis was collected using primary and secondary research methods. A mix of qualitative and quantitative analysis was used in the report. Primary research was used to validate the findings from the secondary research. Research tools such as SWOT, PESTLE, and Porter's Five Force analysis were used to grasp the factors affecting the growth of the Tea Market. Such analysis makes the report an investor's guide, thereby helping clients make investment and marketing decisions.

## Tea Market Regional Insights

Regional analysis is conducted to assess the status of the Tea market in countries belonging to North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa. The report provides a comprehensive analysis of several factors such as market size, growth rate, and import-export activities, across different regions. The Tea market is segmented broadly into these regions, allowing for a detailed understanding of the market landscape and dynamics in each geographical area.

## Tea Market Segmentation :

### by Product

Black  
Green  
Oolong  
Herbal

The market is divided into Black, Green, Oolong, and Herbal segments based on the product. By 2030, the Black Tea sector is predicted to command the most market shares at 42.5%. This is because there are more people drinking tea globally.

Because black tea has a high content of antioxidants and polyphenols, it is also a favourite choice among health aficionados. Black tea extract contains the following nutrients: vitamin C, zinc, iron, magnesium, copper, manganese, potassium, fluoride, and calcium. Black tea extract has higher antioxidant content and anti-allergic, anti-viral, and anti-spasmodic properties than green tea.

**by Application**

Residential

Commercial

**by Distribution Channel**

Supermarkets &amp; Hypermarkets

Specialty Stores

Online

**Tea Market Key Players :**

North America

1. Rishi Tea and Botanicals
2. Genuine Tea Co.
3. Novel Teas
4. Numi Organic Tea
5. JDE Peet's
6. Bigelow Tea Company
7. Thaiwala
8. Tea Sparrow

Europe

9. Halssen & Lyon
10. Unilever
11. Ahmad Tea
12. Ecotone
13. Illycaffè
14. Kapchorua Tea
15. Typhoo Tea

APAC

16. Dilmah Tea
17. Basilur Tea
18. The Wellness Group (TWG Tea)
19. Gujarat Tea Processor & Packers Ltd.
20. The Tea Heaven
21. Dhunseri Tea & Industries
22. Amaara Herbs
23. Indong Tea
24. China Tea

ME

25. Limura Tea
26. Rabea Tea
27. Sadaf Tea

**Key questions answered in the Tea Market are:**

- What is Tea ?
- What was the Tea market size in ?
- What is the growth rate of the Tea Market?
- Which are the factors expected to drive the Tea market growth?
- What are the different segments of the Tea Market?
- What growth strategies are the players considering to increase their presence in Tea ?
- What are the upcoming industry applications and trends for the Tea Market?
- What segments are covered in the Tea Market?
- Who are the leading companies and what are their portfolios in Tea Market?
- What segments are covered in the Tea Market?
- Who are the key players in the Tea market?

**Browse our trending reports to explore related insights and analyses :****Key Offerings:**

- Past Market Size and Competitive Landscape
- Past Pricing and price curve by region
- Market Size, Share, Size & Forecast by Different Segment |
- Market Dynamics – Growth Drivers, Restraints, Opportunities, and Key Trends by Region
- Market Segmentation – A detailed analysis by segment with their sub-segments and Region
- Competitive Landscape – Profiles of selected key players by region from a strategic perspective
- Competitive landscape – Market Leaders, Market Followers, Regional player
- Competitive benchmarking of key players by region
- PESTLE Analysis
- PORTER's analysis
- Value chain and supply chain analysis
- Legal Aspects of Business by Region
- Lucrative business opportunities with SWOT analysis
- Recommendations

**About Maximize Market Research:**

Maximize Market Research is a multifaceted market research and consulting company with professionals from several industries. Some of the industries we cover include medical devices, pharmaceutical manufacturers, science and engineering, electronic components, industrial equipment, technology and communication, cars and automobiles, chemical products and substances, general merchandise, beverages, personal care, and automated systems. To mention a few, we provide market-verified industry estimations, technical trend analysis, crucial market research, strategic advice, competition analysis, production and demand analysis, and

\*\*\*\*\*