



# Tea in Middle East and Africa

March 2023

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Middle East and Africa a major tea market

Return to positive growth expected from 2023

Morocco and Saudi Arabia add a lot of new sales in green tea over 2017-2022

Other tea enjoying strong demand in South Africa

Black tea adds the most new sales in the region in 2017-2022

Despite rising inflation, promotions and discounts are putting pressure on prices

Small local grocers lead tea distribution in Middle East and Africa

Supermarkets another important sales mode in the region

## LEADING COMPANIES AND BRANDS

Consolidated national competitive landscapes across the region

Unilever's spun-off tea brands lead under the new ownership of Ekaterra

Ekaterra and Associated British Foods have the widest regional presence

## FORECAST PROJECTIONS

Positive growth expected throughout the 2022-2027 period

Green tea will record the most dynamic forecast period CAGR in the region

Population growth and ongoing urbanisation will help drive growth of tea sales

## COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

Egypt: Market Context

Egypt: Competitive and Retail Landscape

Israel: Market Context

Israel: Competitive and Retail Landscape

Kenya: Market Context

Kenya: Competitive and Retail Landscape

Morocco: Market Context

Morocco: Competitive and Retail Landscape

Nigeria: Market Context

Nigeria: Competitive and Retail Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive and Retail Landscape

South Africa: Market Context

South Africa: Competitive and Retail Landscape

Tunisia: Market Context

Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/tea-in-middle-east-and-africa/report](http://www.euromonitor.com/tea-in-middle-east-and-africa/report).