In brief: Key facts from the Tea Report 2026

MAGIC MATCHA

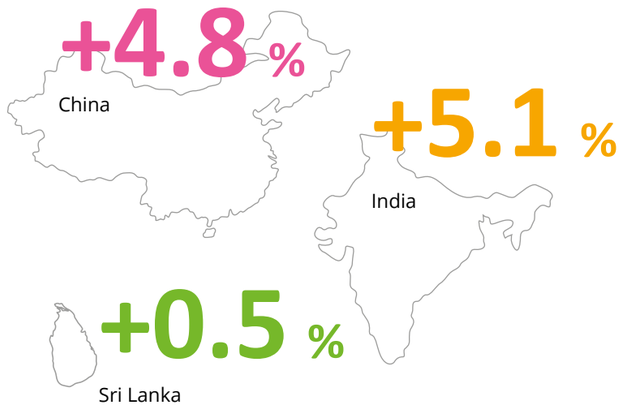
The hype around this tea speciality rolled on through 2025. In Japan, supplies are tightening; here at home, thanks to matcha, out-of-home tea consumption is on the rise.

TEA IS ON TREND

Plant-based eating, healthy lifestyles, fitness, longevity or alcohol-free and sugar-free alternatives - teas and herbal and fruit infusions fit the spirit of the times.

TEA JUST KEEPS ON GROWING

Tea production is rising sharply in the major producer countries of China, India and Sri Lanka. Global tea production hit a new record high of 7.3 million tonnes in 2025.



FLAVOURED BLENDS

Demand for flavoured blends of herbal and fruit infusions rose appreciably, their share climbing from 23.5 percent in 2024 to 26 percent in 2025.

26 %
Flavoured blends

PEPPERMINT LOVE

Peppermint is Germany's favourite single herbal variety, with chamomile in second place.

9.0 %

A POPULAR BUY

At least 39% of teas and herbal and fruit infusions were bought from food retailers in 2025.

ORGANIC IS BOOMING

19.6 %

The share of organic teas sold hit a new record high in 2025, leaving the rest of the food market firmly in its wake.

TEA BY THE SECOND

905
cups of herbal and fruit infusions per second

555
cups of black and green tea per second

In total, more than 46 billion cups of tea were drunk in Germany in 2025.

MORE TEA FOR GERMANY

2025 was a strong year for the German tea industry. At 52,382 tonnes, tea imports into Germany were up by more than 4,500 tonnes on the previous year.