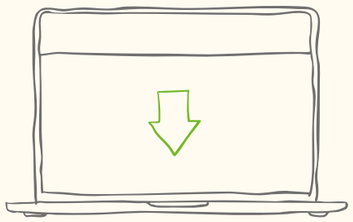
In brief: Key facts from the Tea Report 2025

SUSTAINABILITY

German Tea & Herbal Infusions Association members are going all-in on sustainability. Their serious commitment is documented in a comprehensive report published May 2025. Essential reading!



Link to sustainability report
https://www.teeverband.de/der-verband/nachhaltigkeit/

HERBAL HEROES

7,5 %

Peppermint reigns as Germany's favourite single herb. Chamomile takes silver.

SHOPPING HOTSPOTS

A solid **40 %** of all tea, herbal and fruit infusions sold through grocery retail in 2024. Specialist tea shops saw sales climb nearly 2 percentage points year-on-year.

ORGANIC IS POPULAR

17,7 %

of the tea sold in 2024 was organic. Over 2 percentage points more than in the previous year!

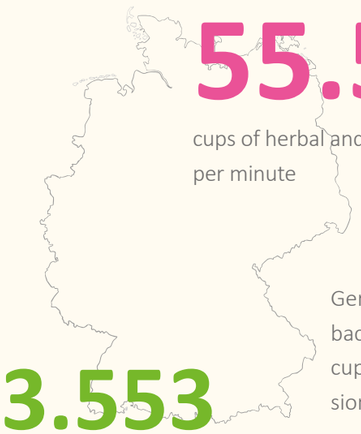
TEA TRENDS

Matcha, green tea specialities and functional teas are having their moment. Whether savoured for pleasure, served in hospitality or grabbed for active lifestyles, tea, herbal and fruit infusions are enriching lives and diets everywhere.

THIRST-QUENCHERS

Health-conscious consumers keep driving demand. Cold-brew teas have cemented their status as the low-cal alternative to sugary drinks for sport, school and leisure.

DESIRE FOR TEA



55.547

cups of herbal and fruit infusions per minute

33.553

cups of black and green tea per minute

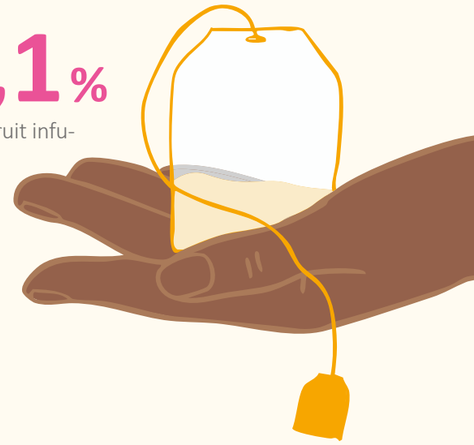
Germans knocked back nearly 47 billion cups of tea and infusions in 2024.

FAVOURITES

Flavoured and unflavoured herbal and fruit blends gained 3 percentage points on single varieties in 2024.

47,1 %

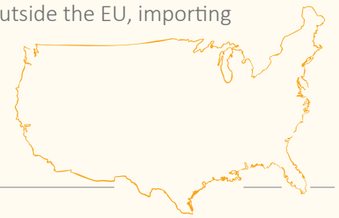
Herbal and fruit infusion blends



PEAK PERFORMANCE

East Frisia's love affair with tea remains legendary! These northern Germans drink 300 litres per person annually.

300 L per capita

EXPORT EXCELLENCE

German tea companies shipped to 106 countries in 2024. The USA remained the biggest customer outside the EU, importing over 2,600 tonnes.