

# Hot Drinks – Tea – Ireland – July 2014

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## This report looks at the following areas:

- How can usage of herbal tea be widened amongst Irish consumers?
- How can the Irish tea market respond to changing demographics?
- How can Irish tea brands counter the threat of own-label?

Tea enjoys almost universal appeal in Ireland, drunk by most 10 NI and Rol consumers. Tea drinking is considered to be a ritual amongst Irish adults with many drinking at least one cup a day and over a third drinking it three times a day or more.

Standard tea bags dominate the market, primarily due to their convenience and traditional associations. The idea of tea drinking and tradition strongly resonates with Irish consumers, with over half NI and over three quarters of Rol adults stating that tea drinking is part of Northern Irish/Irish heritage. With this in mind tea companies should look to communicate their brand history and appeal to consumers' sense of nostalgia in a bid to attract brand loyalty.

Herbal teas including green tea are more popular amongst Rol consumers and benefit from healthy and refreshing associations. Flavour innovation in herbal teas, eg dessert inspired, may see increased consumer engagement with the category.



“With an ageing population meaning that adults are extending their working life, opportunities exist for tea brands to develop products to appeal to this market eg blends with energy boosting and invigorating properties.”

– Sophie Dorbie, Research Analyst

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