

Hot Drinks - Tea - Ireland - July 2014

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“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

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 ROI 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 ROI 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 ROI consumers and benefit from healthy and refreshing associations. Flavour innovation in herbal teas, eg dessert inspired, may see increased consumer engagement with the category.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

- Key themes of the report
- Definition
- Consumer research
- Data sources
- Abbreviations

Executive Summary

The market

Figure 1: Estimated value of total tea market (retail), by segment, Iol, 2013

Forecast

Increased prices helping to drive future growth

Figure 2: Indexed estimated value of total tea market (retail), NI and RoI, 2009-19

Market factors

Ireland – a nation of tea lovers

Fluctuating food prices

Companies, brands and innovations

The consumer

Nine in 10 drink tea

Figure 3: Consumption of tea, by frequency, RoI, April 2014

Figure 4: Consumption of tea, by frequency, NI, April 2014

Herbal tea benefitting from healthy associations

Figure 5: Characteristics associated with tea, NI and RoI, April 2014

Tea drinking considered part of Irish heritage

Figure 6: Agreement with statements relating to tea, RoI, April 2014

Figure 7: Agreement with statements relating to tea, NI, April 2014

What we think

Issues and Insights

Widening the usage of herbal tea amongst Irish consumers

The facts

The implications

How can the Irish tea market respond to changing demographics?

The facts

The implications

Irish tea brands countering the threat of own-label

The facts

The implications

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Trend Application

Trend: Extend My Brand
 Trend: Moral Brands
 Mintel Futures Trend: Old Gold

Market Overview

Key points

Fluctuating food prices affecting tea market

Figure 8: Percentage change over one month for consumer price index, food and non-alcoholic beverages and tea, May 2009-May 2014

Ireland second largest tea consumers in the world

Figure 9: Average annual tea consumption, in weight, by top five countries, 2014

Ageing population should benefit Irish tea companies

Figure 10: Population, by age, NI and RoI, 2012 and 2024/26

Figure 11: Consumers who drink standard tea three times a day or more by age, NI and RoI, April 2014

Herbal teas benefitting from increased interest in health and well-being

Figure 12: New tea launches carrying herbs and spices flavours, UK and Ireland, 2009-14

Changeable weather affecting tea and coffee sales

Competitive Context

Key points

Instant coffee most popular type of coffee

Figure 13: Types of coffee consumed at home in the last six months, NI and RoI, November 2013

Coffee market more valuable

Figure 14: Estimated value of total tea market (retail) versus estimated value of total coffee market (retail), IoI, 2009-14

Figure 15: Cafés and coffee shop sales, IoI, 2011 and 2013

Low level of competition from other hot drinks

Figure 16: Estimated value of total hot drinks market (retail), IoI, 2013

Market Size and Segmentation

Key points

Tea market value increase

Figure 17: Estimated value of total tea market (retail), IoI, NI and RoI, 2009-19

Increased prices helping to drive future growth

Figure 18: Indexed estimated value of total tea market (retail), NI and RoI, 2009-19

Figure 19: Estimated indexed value changes in cost of living and discretionary income, NI, 2008-18

Standard tea bags dominate the market

Figure 20: Estimated value of total tea market (retail), by segment, NI, 2009-13

Figure 21: Estimated value of total tea market (retail), by segment, RoI, 2009-13

Usage of specialist, fruit and herbal teas increase strongly

Figure 22: Estimated value of total tea market (retail), by segment, IoI, 2013

Strengths and Weaknesses

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Strengths

Weaknesses

Who's Innovating?

Key points

Environmentally friendly claims widespread on new products

Figure 23: Top 10 positioning claims of UK and Ireland tea launches, 2012-13

Caffeine-free teas on the increase

Private-label increasing tea NPD activity in 2013

Figure 24: Branded and private label tea launches, UK and Ireland, 2009-14

Tea bags continue to be the format of choice for consumers

Figure 25: Tea product launches, by format type, UK and Ireland, 2009-14

Loose tea NPD launches showing strong growth in 2014

Companies and Brands

Barry's

Key facts

Product range

Brand NPD

Recent developments

Bewleys

Key facts

Product range

Recent developments

Clipper

Key facts

Product range

Brand NPD

Recent developments

Unilever

Key facts

Product range

Brand NPD

Recent developments

Associated British Foods

Key facts

Product range

Brand NPD

Recent developments

Pukka Herbs

Key facts

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- Product range
- Brand NPD
- Recent developments
- Punjana
- Key facts
- Product range
- Recent developments
- Robert Roberts
- Key facts
- Product range
- Brand NPD
- Recent developments
- Solaris Botanicals
- Key facts
- Product range
- Recent developments
- Suki Tea
- Key facts
- Product range
- Recent developments
- Tetley
- Key facts
- Product range
- Brand NPD
- Recent developments

The Consumer – Frequency of Tea Drinking

Key points

Nine in 10 Irish consumers drink tea

Figure 26: Consumption of tea, RoI, April 2014

Figure 27: Consumption of tea, NI, April 2014

Six in 10 Irish consumers drink tea once a day

Figure 28: Consumption of tea, by frequency, NI and RoI, April 2014

Over-45's most frequent consumers of standard tea

Figure 29: Consumers who drink standard tea three or more times a day, by demographics, NI and RoI, April 2014

The Consumer – Characteristics Associated with Tea

Key points

Herbal tea strongly associated with being healthy

Figure 30: Top three characteristics associated with herbal tea, NI and RoI, April 2014

Speciality tea seen as indulgent and premium

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Figure 31: Top three characteristics associated with speciality tea (eg Earl Grey, Darjeeling), NI and RoI, April 2014

Standard black tea seen as most traditional, but bland

Figure 32: Top three characteristics associated with standard tea bags, NI and RoI, April 2014

Standard tea bags viewed highly as convenient

Figure 33: Types of tea associated with being convenient, NI and RoI, April 2014

Few characteristics strongly associated with loose leaf tea

Figure 34: Top three characteristics associated with loose leaf tea, NI and RoI, April 2014

The Consumer – Attitudes towards Tea

Key points

Tea drinking strongly associated with Irish heritage

Figure 35: Agreement with statements relating to tea, RoI, April 2014

Figure 36: Agreement with statements relating to tea, NI, April 2014

RoI consumers more brand loyal than NI counterparts

Figure 37: Agreement with statements relating to tea, NI and RoI, April 2014

RoI consumers supporting local brands

Figure 38: Agreement with the statement 'I prefer teas from Northern Ireland/Republic of Ireland suppliers/blenders (eg Barry's)', by age, NI and RoI, April 2014

Under-35s drinking herbal teas for their functional benefits

Figure 39: Agreement with the statement 'I use herbal teas for their functional benefits (eg peppermint tea for digestion, chamomile for sleeping)', by age, NI and RoI, April 2014

RoI consumers seeking herbal tea flavour innovation

Figure 40: Agreement with the statement 'I would like to see more exciting flavours of herbal tea', NI and RoI, April 2014

Consumers unwilling to pay extra for speciality teas

Figure 41: Agreement with the statement 'It is worth paying extra for speciality teas (eg Vanilla Chai, Lapsang Souchong)', NI and RoI, April 2014

Appendix

NI Toluna tables

Figure 42: Frequency consumers use standard tea bags, by demographics, NI, 2014

Figure 43: Frequency consumers use standard tea bags, by demographics, NI, 2014 (continued)

Figure 44: Frequency consumers use speciality tea bags (eg Earl Grey), by demographics, NI, 2014

Figure 45: Frequency consumers use speciality tea bags (eg Earl Grey), by demographics, NI, 2014 (continued)

Figure 46: Frequency consumers use green tea, by demographics, NI, 2014

Figure 47: Frequency consumers use green tea, by demographics, NI, 2014 (continued)

Figure 48: Frequency consumers use other herbal tea bags (eg redbush), by demographics, NI, 2014

Figure 49: Frequency consumers use other herbal tea bags (eg redbush), by demographics, NI, 2014 (continued)

Figure 50: Frequency consumers use loose leaf tea, by demographics, NI, 2014

Figure 51: Frequency consumers use loose leaf tea, by demographics, NI, 2014 (continued)

Figure 52: Frequency consumers use caffeine-free tea, by demographics, NI, 2014

Figure 53: Frequency consumers use caffeine-free tea, by demographics, NI, 2014 (continued)

Figure 54: Frequency consumers use other types of tea (eg instant tea such as Typhoo-Lift), by demographics, NI, 2014

Figure 55: Frequency consumers use other types of tea (eg instant tea such as Typhoo-Lift), by demographics, NI, 2014 (continued)

Figure 56: Characteristics associated with loose leaf tea, by demographics, NI, 2014

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- Figure 57: Characteristics associated with loose leaf tea, by demographics, NI, 2014 (continued)
- Figure 58: Characteristics associated with loose leaf tea, by demographics, NI, 2014 (continued)
- Figure 59: Characteristics associated with standard black tea, by demographics, NI, 2014
- Figure 60: Characteristics associated with standard black tea, by demographics, NI, 2014 (continued)
- Figure 61: Characteristics associated with standard black tea, by demographics, NI, 2014 (continued)
- Figure 62: Characteristics associated with speciality tea (eg Earl Grey, Darjeeling), by demographics, NI, 2014
- Figure 63: Characteristics associated with speciality tea (eg Earl Grey, Darjeeling), by demographics, NI, 2014 (continued)
- Figure 64: Characteristics associated with speciality tea (eg Earl Grey, Darjeeling), by demographics, NI, 2014 (continued)
- Figure 65: Characteristics associated with herbal tea (eg green tea, peppermint tea), by demographics, NI, 2014
- Figure 66: Characteristics associated with herbal tea (eg green tea, peppermint tea), by demographics, NI, 2014 (continued)
- Figure 67: Characteristics associated with herbal tea (eg green tea, peppermint tea), by demographics, NI, 2014 (continued)
- Figure 68: Agreement the statement 'Own-label tea is as good as branded varieties', by demographics, NI, 2014
- Figure 69: Agreement the statement 'I tend to drink the same brand of tea all the time', by demographics, NI, 2014
- Figure 70: Agreement the statement 'I would like to see a wider variety of storage packs (eg stay fresh)', by demographics, NI, 2014
- Figure 71: Agreement the statement 'It is worth paying extra for speciality teas (eg Vanilla Chai, Lapsang Souchong)', by demographics, NI, 2014
- Figure 72: Agreement the statement 'I prefer teas from Northern Ireland/Republic of Ireland suppliers/blenders (eg Barry's)', by demographics, NI, 2014
- Figure 73: Agreement the statement 'Loose tea is of better quality than tea in tea bags', by demographics, NI, 2014
- Figure 74: Agreement the statement 'Ethical varieties of tea (eg Fairtrade) are worth paying more for', by demographics, NI, 2014
- Figure 75: Agreement the statement 'I do not have the time to prepare loose tea', by demographics, NI, 2014
- Figure 76: Agreement the statement 'I enjoy the ritual of tea drinking', by demographics, NI, 2014
- Figure 77: Agreement the statement 'Drinking tea is part of Irish heritage', by demographics, NI, 2014
- Figure 78: Agreement the statement 'Drinking tea is a good way to start the day', by demographics, NI, 2014
- Figure 79: Agreement the statement 'I use herbal teas for their functional benefits (eg peppermint tea for digestion, chamomile for sleeping)', by demographics, NI, 2014
- Figure 80: Agreement the statement 'I would like to see more exciting flavours of herbal tea', by demographics, NI, 2014

RoI Toluna tables

- Figure 81: Frequency consumers use standard tea bags, by demographics, RoI, 2014
- Figure 82: Frequency consumers use standard tea bags, by demographics, RoI, 2014 (continued)
- Figure 83: Frequency consumers use speciality tea bags (eg Earl Grey), by demographics, RoI, 2014
- Figure 84: Frequency consumers use speciality tea bags (eg Earl Grey), by demographics, RoI, 2014 (continued)
- Figure 85: Frequency consumers use green tea, by demographics, RoI, 2014
- Figure 86: Frequency consumers use green tea, by demographics, RoI, 2014 (continued)
- Figure 87: Frequency consumers use other herbal tea bags (eg redbush), by demographics, RoI, 2014
- Figure 88: Frequency consumers use other herbal tea bags (eg redbush), by demographics, RoI, 2014 (continued)
- Figure 89: Frequency consumers use loose leaf tea, by demographics, RoI, 2014
- Figure 90: Frequency consumers use loose leaf tea, by demographics, RoI, 2014 (continued)
- Figure 91: Frequency consumers use caffeine-free tea, by demographics, RoI, 2014
- Figure 92: Frequency consumers use caffeine-free tea, by demographics, RoI, 2014 (continued)
- Figure 93: Frequency consumers use other types of tea (eg instant tea such as Typhoo-Lift), by demographics, RoI, 2014
- Figure 94: Frequency consumers use other types of tea (eg instant tea such as Typhoo-Lift), by demographics, RoI, 2014 (continued)

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Figure 95: Characteristics associated with loose leaf tea, by demographics, RoI, 2014

Figure 96: Characteristics associated with loose leaf tea, by demographics, RoI, 2014 (continued)

Figure 97: Characteristics associated with loose leaf tea, by demographics, RoI, 2014 (continued)

Figure 98: Characteristics associated with standard black tea, by demographics, RoI, 2014

Figure 99: Characteristics associated with standard black tea, by demographics, RoI, 2014 (continued)

Figure 100: Characteristics associated with standard black tea, by demographics, RoI, 2014 (continued)

Figure 101: Characteristics associated with speciality tea (eg Earl Grey, Darjeeling), by demographics, RoI, 2014

Figure 102: Characteristics associated with speciality tea (eg Earl Grey, Darjeeling), by demographics, RoI, 2014 (continued)

Figure 103: Characteristics associated with speciality tea (eg Earl Grey, Darjeeling), by demographics, RoI, 2014 (continued)

Figure 104: Characteristics associated with herbal tea (eg green tea, peppermint tea), by demographics, RoI, 2014

Figure 105: Characteristics associated with herbal tea (eg green tea, peppermint tea), by demographics, RoI, 2014 (continued)

Figure 106: Characteristics associated with herbal tea (eg green tea, peppermint tea), by demographics, RoI, 2014 (continued)

Figure 107: Agreement the statement 'Own-label tea is as good as branded varieties', by demographics, RoI, 2014

Figure 108: Agreement the statement 'I tend to drink the same brand of tea all the time', by demographics, RoI, 2014

Figure 109: Agreement the statement 'I would like to see a wider variety of storage packs (eg stay fresh)', by demographics, RoI, 2014

Figure 110: Agreement the statement 'It is worth paying extra for speciality teas (eg Vanilla Chai, Lapsang Souchong)', by demographics, RoI, 2014

Figure 111: Agreement the statement 'I prefer teas from Northern Ireland/Republic of Ireland suppliers/blenders (eg Barry's)', by demographics, RoI, 2014

Figure 112: Agreement the statement 'Loose tea is of better quality than tea in tea bags', by demographics, RoI, 2014

Figure 113: Agreement the statement 'Ethical varieties of tea (eg Fairtrade) are worth paying more for', by demographics, RoI, 2014

Figure 114: Agreement the statement 'I do not have the time to prepare loose tea', by demographics, RoI, 2014

Figure 115: Agreement the statement 'I enjoy the ritual of tea drinking', by demographics, RoI, 2014

Figure 116: Agreement the statement 'Drinking tea is part of Irish heritage', by demographics, RoI, 2014

Figure 117: Agreement the statement 'Drinking tea is a good way to start the day', by demographics, RoI, 2014

Figure 118: Agreement the statement 'I use herbal teas for their functional benefits (eg peppermint tea for digestion, chamomile for sleeping)', by demographics, RoI, 2014

Figure 119: Agreement the statement 'I would like to see more exciting flavours of herbal tea', by demographics, RoI, 2014

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