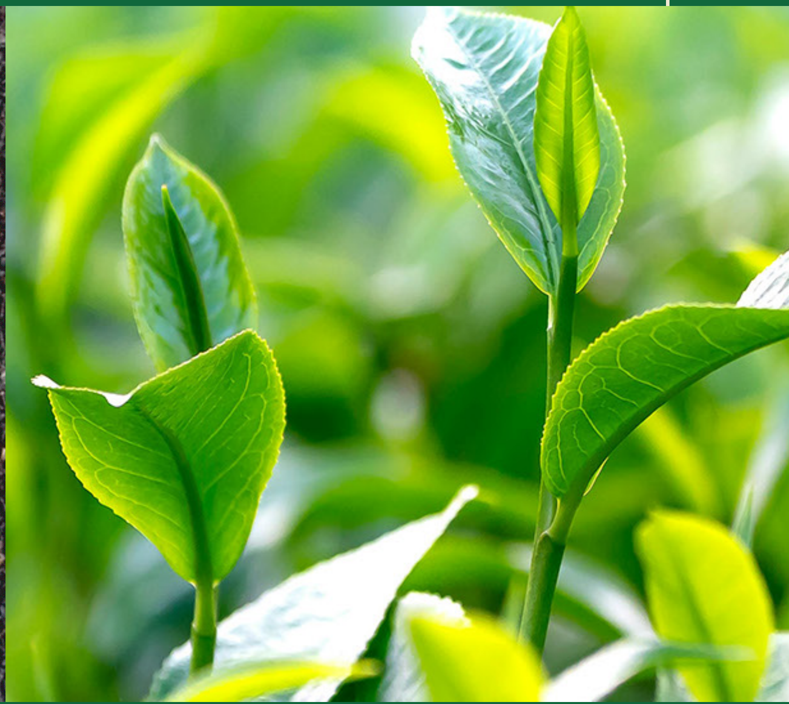
SRI LANKA TEA BOARD

Newsletter

May - July 2026

Tea Promotion Division of the Sri Lanka Tea Board



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01.JORDAN MARKET

Hot Drinks in Jordan

Jordan's hot drinks market grew in 2025, mainly driven by higher prices for coffee and tea, supported by global commodity inflation and increased shipping costs, particularly from Sri Lanka via the Red Sea route. The market also benefited from improving economic conditions, with GDP growth of 2.7% in Q1 2025 and a decline in unemployment to 21.3%, strengthening household consumption power. In addition, strong tourism growth (+15.6%) significantly boosted demand, with nearly 4 million visitors in the first seven months of 2025, up from 3.4 million in the same period last year. Overall, the combination of inflation, economic recovery, and tourism expansion collectively supported higher sales of hot drinks across both retail and foodservice channels.

KEY DATA FINDINGS

- Retail value sales increase by 8% in current terms in 2025 to JOD649 million
- Coffee is the best performing category in 2025, with retail value sales increasing by 9% in current terms to JOD534 million
- Ameed Food Industries wll is the leading player in 2025, with a retail value share of 37%
- Retail sales are set to increase at a current value CAGR of 8% (2025 constant value CAGR of 6%) over the forecast period to JOD960 million

INDUSTRY PERFORMANCE

Jordan's hot drinks industry in 2025 grew due to **higher coffee and tea prices**, driven by global commodity inflation and import costs. Global coffee bean inflation led local producers to raise retail prices, with Ameed Food Industries initially driving price adjustments, followed by broader market alignment. Tea prices also increased due to higher import and shipping costs through Aqaba, influenced by regional supply chain disruptions. On the demand side, foodservice growth strengthened as café culture expanded, particularly among younger consumers who increasingly socialize in coffee shops. This trend was further supported by rising tourism and is expected to continue into 2026, especially with events like the FIFA World Cup boosting café-based consumption. In parallel, e-commerce is emerging as a fast-growing channel, improving product accessibility and convenience, although traditional retail remains dominant.

TEA Market in Jordan

KEY DATA FINDINGS

- Retail value sales rise by 4% in current terms in 2025 to JOD105 million
- Palestine Trading Co is the leading player in 2025, with a retail value share of 54%
- Retail sales are set to grow at a current value CAGR of 5% (2025 constant value CAGR of 3%) over the forecast period to JOD132 million

TEA INDUSTRY DEVELOPMENTS

Tea demand in Jordan in 2025 increased due to **higher import costs (**regional tensions and import challenges in the Middle East**) and stable daily consumption habits**. Consumer preferences are shifting toward **green tea**, driven by health awareness, while mint-infused variants are gaining popularity. Other popular types of tea include **ginger** and **cinnamon** tea. At the same time, consumers are shifting from **loose tea to packaged tea** due to convenience and hygiene concerns.

PROSPECTS AND OPPORTUNITIES

Tea in Jordan is expected to maintain **positive growth momentum**, supported by an expanding population and rising tourism, which are increasing both household and foodservice demand. Tea remains a culturally important beverage, particularly for breakfast and dinner consumption, while café and restaurant usage continues to grow alongside visitor inflows.

At the same time, **rising health consciousness is boosting demand for green tea**, as consumers increasingly prefer beverages with perceived health benefits such as antioxidants, digestion support, and weight management properties.

CHANNELS

Tea distribution in Jordan in 2025 is still **dominated by small local grocers**, which remain the most accessible channel due to their strong community presence and convenience, especially in densely populated urban areas like Amman, Irbid, and Zarqa. However, **modern retail formats such as supermarkets and hypermarkets are gaining importance**, supported by wider product assortments and urban shopping habits.

At the same time, **e-commerce is the fastest-growing channel**, driven by convenience and expanding hyperlocal delivery platforms, with strong promotion from apps like Careem and Talabat encouraging higher online purchasing of tea.

CATEGORY DATA

Retail Sales of Tea by Category: Volume (Tonnes) - 2021-2025

	2021	2022	2023	2024	2025
Tea	5,675.3	6,002.6	6,317.3	6,614.4	6,846.4
Black Tea	4,385.1	4,613.3	4,815.8	5,008.6	5,143.5
- Loose Black Tea	2,743.3	2,898.8	3,015.3	3,145.3	3,218.3
- Tea Bags Black	1,641.9	1,714.4	1,800.5	1,863.3	1,925.2
Fruit/Herbal Tea	117.7	122.6	128.4	132.3	134.1
Green Tea	1,003.3	1,088.1	1,183.8	1,275.2	1,360.2
Other Tea	169.2	178.7	189.2	198.3	208.6

Forecast Retail Sales of Tea by Category: Volume (Tonnes) 2026-2030

	2026	2027	2028	2029	2030
Tea	7,057.6	7,257.4	7,453.7	7,644.2	7,748.9
Black Tea	5,261.8	5,367.9	5,467.3	5,563.8	5,587.3
- Loose Black Tea	3,287.5	3,353.9	3,418.3	3,479.1	3,484.0
- Tea Bags Black	1,974.3	2,014.0	2,049.0	2,084.7	2,103.3
Fruit/Herbal Tea	134.9	136.3	138.0	139.7	143.8
Green Tea	1,442.1	1,522.1	1,603.4	1,681.0	1,739.2
Other Tea	218.8	231.2	245.0	259.7	278.6

Retail Sales of Tea by Category: Value (JOD million) 2020-2025

	2021	2022	2023	2024	2025
Tea	77.1	84.8	92.7	100.6	105.0
Black Tea	49.1	53.5	57.9	62.4	63.9
- Loose Black Tea	18.2	20.0	21.5	23.1	22.5
- Tea Bags Black	30.9	33.5	36.5	39.2	41.4
Fruit/Herbal Tea	4.9	5.3	5.7	6.1	6.3
Green Tea	19.5	22.2	24.8	27.5	29.9
Other Tea	3.6	3.9	4.3	4.6	5.0

Forecast Retail Sales of Tea by Category: Value (JOD million) 2026-2030

	2026	2027	2028	2029	2030
Tea	107.2	109.5	112.9	116.2	119.4
Black Tea	63.8	63.8	64.9	65.9	66.8
- Loose Black Tea	21.3	20.3	20.4	20.5	20.7
- Tea Bags Black	42.5	43.6	44.5	45.4	46.1
Fruit/Herbal Tea	6.3	6.4	6.5	6.6	6.7
Green Tea	31.8	33.7	35.6	37.5	39.2
Other Tea	5.2	5.5	5.9	6.3	6.6

(*Euromonitor International*)

Sri Lanka Tea Exports to Jordan

	2021	2022	2023	2024	2025
Bags	2,299,215	1,719,776	1,851,088	1,939,749	1,993,705
Bulk	78,080	16,200	-	55,080	249,104
Packs (4g-1Kg)	2,527,723	1,959,202	2,647,008	2,609,970	2,593,775
Packs (1Kg-3Kg)	-	-	85,300	52,500	32,625
Packs (3Kg-5Kg)		65,000	31,375	21,500	76,745
Packs (5Kg-10Kg)	184,354	282	100	17,600	650
Packs (>3 Kg)	-	-	90	804	2,554
Tot. Qty. (Kg.)	5,089,372	3,760,460	4,614,962	4,697,202	4,949,158
Value (Rs.)	5,361,783,103	7,028,214,869	9,205,915,231	9,878,733,507	9,741,990,475
FOB (Rs./Kg.)	1,053.53	1,868.98	1,994.80	2,103.1	1,968.41

(Source: SL Customs)

02. RTD TEA IN NORWAY

The Ready-to-Drink (RTD) tea market in Norway is a small but stable beverage category. The market continued to show value growth, supported by premium products, healthier formulations, and consumer interest in functional drinks. This shows that while consumers are not buying much higher volumes, they are willing to pay more for products that match health, wellness, and convenience needs.

RTD Tea Developments

Health Trends Support RTD Tea Sales Despite Stable Volume Growth

In 2025, RTD tea sales in Norway remained stable in terms of volume, but consumer demand was supported by growing interest in healthier beverages. Reduced-sugar products, natural ingredients, and functional benefits became important factors influencing purchasing decisions. Carbonated RTD tea and kombucha showed the strongest growth due to increasing consumer interest in probiotic and wellness-focused drinks. Discounters remained the main sales channel, while e-commerce and health-focused retailers created new opportunities for premium RTD tea products.

Industry Performance

Rising consumer health consciousness supports sales of RTD teas in Norway

In 2025, RTD tea sales in Norway remained mostly stable, but the category continued to benefit from rising health awareness. Consumers are increasingly choosing beverages with less sugar, fewer calories, and more natural ingredients. Younger consumers, especially Millennials and Gen Z, are also reducing alcohol consumption and choosing healthier non-alcoholic options. As a result, RTD tea is becoming a convenient alternative to soda and other sugary drinks.

Carbonated RTD tea and kombucha lead growth in RTD tea during 2025

Carbonated RTD tea and kombucha showed the strongest growth in Norway's RTD tea market in 2025. This growth was mainly supported by consumer interest in gut health, probiotics, and functional beverages. However, kombucha is still not widely known among many Norwegian consumers, and product availability remains limited. This creates an opportunity for brands to expand distribution and improve consumer awareness.

Carbonated RTD tea and kombucha are positioned as premium products and are usually priced higher than regular still RTD tea. The category is mainly led by local Norwegian brands. Surf Kombucha and Norsk Kombucha were the leading brands in 2025, followed by the international brand Captain Kombucha. Other important players include Råstad Kombucha, Berit Nordstrand, and Carpe Diem Kombucha.

Prospects and Opportunities

Marginal growth expected for RTD tea amid health trends and changing consumption patterns

RTD tea in Norway is expected to record only slight growth in the coming years. Growth will mainly come from carbonated RTD tea, kombucha, and reduced-sugar still RTD tea, while regular RTD tea is expected to decline due to changing health preferences. Kombucha will continue to attract health-conscious consumers, but it may remain a niche product rather than a mainstream drink.

Innovation in RTD tea is set to be driven by health trends and a demand for natural ingredients

Future product innovation will focus on healthier RTD tea options, natural ingredients, reduced sugar, and new flavours. Producers are also expected to use more fresh and locally sourced ingredients. Products with natural sweeteners and good taste profiles may attract stronger consumer interest, especially as consumers become more cautious about artificial sweeteners.

Potential advertising advantage for RTD tea if restrictions on unhealthy drinks are introduced

RTD tea may benefit if Norway introduces restrictions on advertising unhealthy food and drinks to children. Since RTD tea is generally viewed as a healthier beverage option, such regulations could reduce promotion for competing sugary drinks and give RTD tea better market visibility.

Competitive Landscape

The Norwegian RTD tea market is led by Tine SA, which held around 43% off-trade volume share in 2025. Its Sunniva IsTe brand remains the strongest brand in the market, supported by product innovation, including a strawberry lemonade variant with no added sugar. Coca-Cola European Partners Norge AS also strengthened its position through Fuze Tea, while Norgesgruppen ASA maintained relevance through its Eldorado private label brand. In the kombucha segment, smaller local players such as Surf Kombucha, Norsk Kombucha, and Råstad Kombucha are gaining attention, showing that niche health-focused brands have a growing opportunity in the market.

Distribution Channels

Discounters are the leading distribution channel for RTD tea in Norway, accounting for nearly half of total distribution. Retailers such as Kiwi and REMA 1000 remain important because they offer competitive prices, strong store networks, and convenient access for everyday consumers. At the same time, supermarkets are gaining ground, while non-grocery retailers and retail e-commerce are becoming more important for premium and health-focused products. Kombucha and carbonated RTD tea are also sold through health specialists, cafés, restaurants, farmers' markets, and selected grocery chains such as Meny, Spar, Joker, and Coop.

Category Data

Off-trade Sales of RTD Tea by Category: Volume (million litres) 2020-2025

	2021	2022	2023	2024	2025
RTD Tea	13.3	13.4	13.3	13.4	13.3
Carbonated RTD Tea and Kombucha	0.6	0.8	0.8	0.8	0.9
Still RTD Tea	12.6	12.6	12.5	12.6	12.5

Forecast Off-trade Sales of RTD Tea by Category: Volume (million litres) 2026-2030

	2026	2027	2028	2029	2030
RTD Tea	13.4	13.4	13.5	13.6	113.6
Carbonated RTD Tea and Kombucha	0.9	0.9	0.9	1.0	1.0
Still RTD Tea	12.5	12.5	12.6	12.6	12.6

Off-trade Sales of RTD Tea by Category: Value (NOK million) 2020-2025

	2021	2022	2023	2024	2025
RTD Tea	462.1	470.6	513.0	559.8	600.5
Carbonated RTD Tea and Kombucha	64.3	79.3	93.2	105.6	118.6
Still RTD Tea	397.8	391.3	419.8	454.2	481.9

Forecast Off-trade Sales of RTD Tea by Category: Value (NOK million) 2026-2030

	2026	2027	2028	2029	2030
RTD Tea	613.3	629.8	646.1	659.5	673.1
Carbonated RTD Tea and Kombucha	124.0	130.2	136.0	142.3	148.8
Still RTD Tea	489.3	499.6	510.1	517.2	524.3

Leading Flavours for Off-trade RTD Tea: % Retail Volume 2020-2025

	2021	2022	2023	2024	2025
Black - Peach	48.5	48.5	48.6	48.6	49.7
Green -Citrus	14.9	14.8	14.7	14.6	14.1
Black - Lemon	13.3	13.2	13.2	13.1	14.1
White - Guava	13.3	13.2	13.1	13.1	12.0
Other Flavours	10.1	10.3	10.4	10.6	10.2

(*Euromonitor International*)

03. TEA IN THE NEWS

Green Tea and Liver Health

Drinking green tea daily may support liver health due to its antioxidant content, especially catechins such as EGCG. Green tea may help reduce oxidative stress, inflammation, and fat buildup in the liver, particularly among people with fatty liver-related conditions. While green tea can be a beneficial part of a healthy lifestyle, experts caution against relying on high-dose green tea extracts or supplements, which have been linked to rare cases of liver injury. For more information, please refer to the full article: What Happens to Your Liver When You Drink Green Tea Every Day

India's Premium Tea Culture

The article highlights how India's tea culture is moving beyond everyday chai toward a more premium and experience-driven segment. Premium teas such as Darjeeling first flush, Assam specialty teas, Nilgiri fair-trade teas, matcha, kombucha, herbal infusions, and cold-brew teas are gaining attention among urban consumers. Tea is increasingly being positioned as a luxury lifestyle experience, similar to fine wine or specialty coffee. For more information, please refer to the full article: Haute Tea, India's New Luxury In A Cup

Blending Tea Culture with Travel

The article features Derek Poskin, an American tea enthusiast who became a tea entrepreneur in China. It highlights how his travels across Chinese tea-growing regions, including Yunnan and Fujian, helped him understand the depth and diversity of Chinese tea culture. The article also shows how tea is closely connected with local traditions, communities, craftsmanship, and tourism experiences. It presents tea not only as a beverage, but also as a cultural journey linked to people, places, and heritage. For more information, please refer to the full article: Blending tea culture with travel

Daily Tea and Heart Health

The article highlights new evidence suggesting that drinking tea daily may support heart health and help reduce the risk of heart disease. It notes that tea, including black tea with or without milk, contains beneficial compounds that may contribute to cardiovascular wellness. The article also refers to a real-world survey of 1,000 adults and explains that tea may offer more than a morning energy boost by supporting one of the body's most important organs, the heart. For more information, please refer to the full article: Doctor explains 'new evidence' that daily drink 'slashes heart disease risk'

(Tea Association of the U. S. A)

04. U.S. TEA IMPORTS — MAY 2026

U.S. tea imports **declined 7.1%** year-over-year through May 2026, reaching 45,835.8 MT. Black tea remained dominant at 83.9% of total imports, while black, green, and organic tea volumes recorded declines. Despite overall pressure, selected origins such as Malawi, Japan, and re-export channels showed growth.

- Total Tea Imports : 45,835.8 MT (- 7.1 % YoY)
- Black Tea : 38,465.7 MT (- 6.7 % YoY)
- Green Tea : 7,370.1 MT (- 9.0 % YoY)
- Organic Tea : 1,435.3 MT (- 18.4% YoY)

Black Tea | Top 10 Origins by Volume

Origin	YTD 2025	YTD 2026	YoY Change	Share
Argentina	18,597.4	**17,245.9**	**-7.3%**	44.8%
India	5,475.6	**4,590.6**	**-16.2%**	11.9%
Malawi	1,022.6	**2,793.8**	**+173.2%**	7.3%
Sri Lanka	2,336.4	**2,308.6**	**-1.2%**	6.0%
Vietnam	2,723.5	**2,075.6**	**-23.8%**	5.4%
China	2,541.7	**1,326.1**	**-47.8%**	3.4%
Indonesia	1,001.2	**1,128.1**	**+12.7%**	2.9%
Zimbabwe	521.7	**843.2**	**+61.6%**	2.2%
United Kingdom	641.2	**828.0**	**+29.1%**	2.2%
Pakistan	881.9	**689.8**	**-21.8%**	1.8%

Argentina remained the leading supplier with **17,245.9 MT** (44.8% share) despite a 7.3% decline. **Malawi** recorded a strong growth of 173.2%, while **India and Vietnam** declined. **Indonesia, Zimbabwe, and the UK** showed positive growth.

Green Tea | Top 5 Origins by Volume

China remained the leading green tea supplier with a 35.5% share despite an 8.1% decline. **Japan** showed strong growth of 22.4%, while **Sri Lanka** also increased exports by 11.9%. **Taiwan** declined, and **Vietnam** remained stable.

Origin	YTD 2025	YTD 2026	YoY Change	Share
China	2,846.7	**2,615.0**	**-8.1%**	35.5%
Japan	1,651.5	**2,021.1**	**+22.4%**	27.4%
Taiwan	419.6	**379.4**	**-9.6%**	5.1%
Sri Lanka	331.1	**370.5**	**+11.9%**	5.0%
Vietnam	302.7	**300.9**	**-0.6%**	4.1%

Organic Tea

U.S. organic tea imports declined 18.4% to 1,435.3 MT. Organic black tea dropped sharply, with **India** down -81.3% to 28.4 MT after leading in 2025. **Canada** remained the largest organic black tea origin, up +59.9% to 43.5 MT (33.7% share). Organic green tea also declined. Organic green tea also declined, though **China** (+22.3%) and **Japan** (+42.4%) recorded strong growth, accounting for 83.6% of organic green tea volume.

(*Tea Association of the U.S.A*)

05. CANADIAN TEA IMPORTS - MAY 2026

Canadian tea imports **increased 8.8%** to **1,587.3 MT** in May 2026. Black tea grew 21.3% and dominated with a 78.3% share, while green and organic tea imports declined.

- Total Tea Imports : 1,587.3 MT (+ 8.8 % YoY)
- Black Tea : 1,243.3 MT (+ 21.3 % YoY)
- Green Tea : 301.6 MT (- 15.2 % YoY)
- Organic Tea : 42.4 MT (- 45.9 % YoY)

Black Tea | Top 10 Origins by Volume (YTD)

Origin	May 2025	May 2026	YoY Change	Share	Trend
India	263.9	**427.2**	+61.9%	34.4%	▲
United Kingdom	147.7	**402.2**	+172.4%	32.4%	▲
Kenya	95.0	**116.0**	+22.2%	9.3%	▲
United States	159.9	**103.6**	-35.2%	8.3%	▼
Sri Lanka	84.5	**44.7**	-47.1%	3.6%	▼
Poland	28.9	**40.5**	+39.9%	3.3%	▲
China	34.5	**35.5**	+3.0%	2.9%	▲
United Arab Emirates	71.4	**15.5**	-78.3%	1.2%	▼
Netherlands	0.1	**11.5**	+21581.1%	0.9%	▲
Taiwan	23.2	**9.7**	-58.1%	0.8%	▼

India remained Canada's top black tea supplier, rising **61.9% to 427.2 MT**, representing 34.4% of Canadian black tea imports. **The United Kingdom** followed closely at 402.2 MT (+172.4%). **Kenya** also increased (+22.2%) exports, while the **U.S., Sri Lanka**, and **UAE** recorded declines. **Poland, China**, and the **Netherlands** posted year-over-year increases.

Green Tea | Top 5 Origins by Volume (YTD)

Origin	May 2025	May 2026	YoY Change	Share	Trend
China	128.6	**89.0**	-30.7%	29.5%	▼
United States	79.2	**47.4**	-40.1%	15.7%	▼
Japan	55.5	**46.9**	-15.5%	15.5%	▼
India	15.2	**33.8**	+122.8%	11.2%	▲
Argentina	0.5	**26.6**	+4911.5%	8.8%	▲

China remained Canada's top green tea supplier in May 2026, despite a 30.7% decline. The **U.S.** and **Japan** followed with lower volumes, while **India** and **Argentina** recorded strong growth.

Organic Tea

Canada's organic tea imports declined 45.9% to 42.4 MT. Organic black tea remained the largest segment, led by the **U.S.** (14.2 MT) and **India** (13.8 MT), while organic green tea saw a sharp decline with **China** (4.1 MT) and **Japan** (2.4 MT) as the main suppliers. **Taiwan, South Korea,** and the **United States** recorded considerably lower volumes.

(*Tea and Herbal Association of Canada*)

06. INTERNATIONAL TEA DAY 2026 CELEBRATIONS

International Tea Day is celebrated annually on 21 May as designated by the United Nations in 2019 to recognize the cultural, economic, and social importance of tea while promoting sustainable tea production and supporting tea-growing communities worldwide.

Under the theme “Sustaining Tea – Supporting Communities,” the 2026 celebrations highlighted the contribution of the tea industry to livelihoods, heritage, and sustainable agriculture. The Sri Lanka Tea Board marked the occasion through the “Ceylon Tea Walk 2026” and global promotional programs to strengthen the international presence of Pure Ceylon Tea.

Celebrating the Heart of Ceylon Tea: The Ceylon Tea Walk 2026

The Sri Lanka Tea Board, together with industry stakeholders, successfully organized the “Ceylon Tea Walk 2026” on 21 May 2026, bringing together the entire tea value chain to celebrate the economic, cultural, and social importance of Ceylon Tea.

More than 1,000 participants, including tea Pluckers, plantation companies, factory owners, exporters, tea brokers, government representatives, and industry partners, joined the awareness and promotional walk from the Sri Lanka Tea Board Head Office in Kollupitiya to Galle Face Green.

The event recognized the invaluable contribution of millions of individuals who support the tea industry, from cultivation to global exports. The celebrations concluded with an interactive tea experience, including a special promotion of Ceylon Iced Tea, showcasing the versatility and global appeal of Pure Ceylon Tea.

Pure Ceylon Tea Reaches the World: International Tea Day 2026 Global Celebrations

The Sri Lanka Tea Board, in collaboration with the **Ministry of Foreign Affairs and 27 Sri Lankan diplomatic missions worldwide**, successfully celebrated International Tea Day 2026 through a series of global tea promotion events under the theme “Sustaining Tea – Supporting Communities.”

The celebrations showcased Sri Lanka’s rich tea heritage, exceptional craftsmanship, and commitment to sustainability while promoting the global recognition of Pure Ceylon Tea. Tea tasting sessions, exhibitions, cultural showcases, and networking events held across key international markets provided opportunities to engage with tea buyers, diplomats, industry professionals, and tea enthusiasts.

The events also highlighted Sri Lanka’s specialty and artisanal tea innovations, attracting international interest while strengthening trade opportunities and cultural connections. The successful campaign further enhanced the global image of Ceylon Tea as a premium, sustainable, and ethically produced tea brand.

07. Sri Lanka Tea Board's Participation at SIAL CANADA 2026 in Montreal, Canada (From 29th April to 01st May 2026)

Introduction

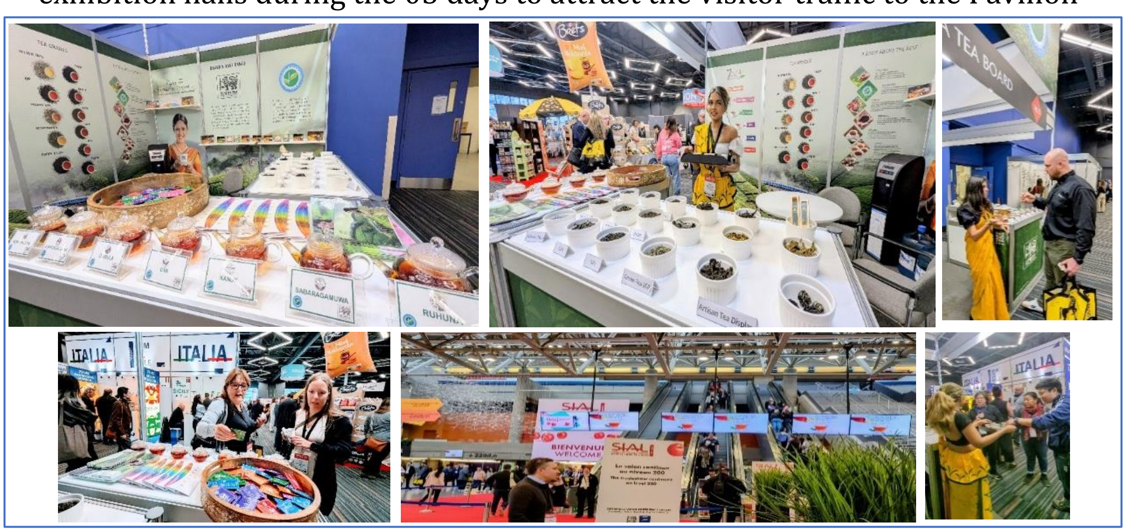
The "SIAL Canada", the North America’s largest professional trade show this year in 2026 marked its 23rd edition from 29th April to 01st May 2026 at the Palais des congrès de Montréal, Canada. The 23rd edition brought over 850 exhibiting companies from more than 55 countries and more than 26,000 professionals from over 90 countries. The 2026 edition is the largest ever held in Montreal, Canada.

Having considered the importance of Ceylon Tea presence in the Canadian Market, the Sri Lanka Tea Board (SLTB) organized a group pavilion for Ceylon Tea accommodating a 300SQFT floor area along with the participation of 2 private sector tea exporting companies to promote “Ceylon Tea” in the Canadian market.

Promotional Activities by SLTB

SLTB booth successfully carried out the following promotional activities during the trade show with the support of the Tea Demonstrator:

- An information desk providing information on the products/seven regional teas and other relevant information on the Sri Lankan tea industry including the sustainability practices
- Displaying of different tea grades and regional teas
- Display and promotion of Artisan and Hand-made Teas from Sri Lanka
- Ceylon Hot Black Tea service throughout the fair (Approximately 375 cups were served)
- Distribution of promotional leaflets, brochures and promotional 7 regional tea envelopes/dockets to the visitors
- Meeting Tea and food importers, traders, international exhibition organizers, logistic partners, packaging suppliers, students who studies food technology etc
- Ensuring the telecast of the Ceylon Tea TV Advertisement in the entrances to the exhibition halls during the 03 days to attract the visitor traffic to the Pavilion

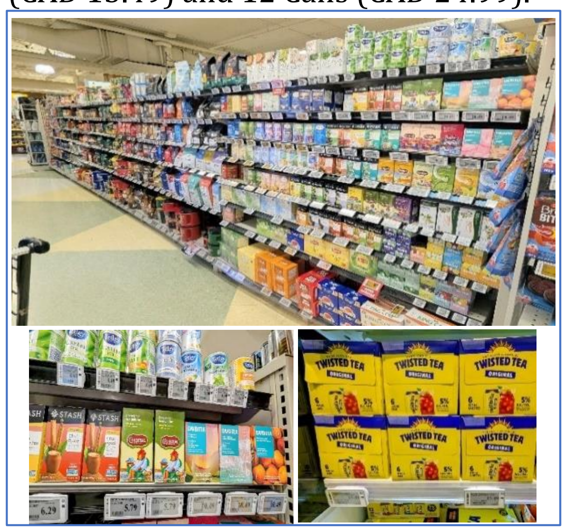


Retail Market Visit: IGA Supermarket and Avril Natural Goods Store Visit in Montreal, Canada

IGA is a group of independent grocers owned by Sobeys Inc. Canada with around 20 outlets in Montreal, Canada. It offers groceries, beauty products and natural food items. In the outlet visited, most of the shelf space for Tea and Coffee was occupied by Coffee over Tea and its about ¾. In the Tea space, there were English Breakfast, Black Tea (named as Orange Pekoe), Earl Grey, Green Tea, Decaffeinated Black/Green Tea, Chai Tea/Latte and Herbal Teas under the Brands of Lipton, Twinings, Tazo, Tetley, Stash, Red Rose, King Cole, Sens, Davids Tea and Salada. It was visible that Herbal Infusions have dominated the Tea area. All the packs contained Tea Bag forms ranges from 20 Tea Bags, 25 Tea Bags, 50 Tea Bags, 70 Tea Bags, 100 Tea Bags, 120 Tea Bags & 140 Tea Bags. The price range is as follows:

Type of Tea	Price (in CAD)
Black Tea/English Breakfast	
100 – 140 Tea Bags	8.99 – 12.49
70 – 72 Tea Bags	6.29 – 7.49
60 - 50 Tea Bags	5.49 - 11.99
20 Tea Bags	4.29 – 5.49
Green Tea	
100 Tea bags	8.99
50 Tea Bags	5.49 - 11.99
20/25 Tea Bags	4.29 – 4.69
Earl Grey Black/ Green Tea	
100 Tea bags	18.99
50 Tea Bags	11.99
20 Tea Bags	4.29 – 6.29
Decaffeinated Black/ Green Tea	
24 Tea Bags	4.69
Herbal Infusions	
50 Tea Bags	11.99
20 Tea Bags	4.29 - 6.29
12 Tea Bags	10.49

Only 01 Brand of Iced Tea in RTD Format (Twisted Tea by Moosehead Breweries Ltd) including a small percentage of Alcohol was available in the shelves as value packs of 6 (CAD 15.49) and 12 Cans (CAD 24.99).



Avril is a company based in Quebec, Canada which supports local business owning 13 stores in the province. They focus on supplying natural and organic produce to lead healthier lifestyle. It offers groceries, beauty products, supplements & vitamins and natural food items. In the outlet visited, most of the shelf space for Tea and Coffee was occupied by natural and organic Herbal Infusions, Spiced Black/Green Tea, Chai Tea, Earl Grey Black Tea, Matcha and very minimal packs of straight Black Tea under the Brands of Yogi, Celestial, Four o'Clock, Stash, Pukka and Camellia. It was visible that Herbal Infusions have dominated the area. Most of the packs contained Tea Bag forms ranges from 18 Tea Bags, 20 Tea Bags, 25 Tea Bags, 50 Tea Bags. The pack prices range are as follows:

Type of Tea	Price (in CAD)
Chai/Spiced Black Tea	
20 Tea Bags	5.29 – 5.59
18 Tea Bags	5.29 – 7.99
Earl Grey Black Tea	
20 Tea Bags	5.29
18 Tea Bags	5.19
Matcha	
250g	105.99
150g	18.99
70g	26.99
Herbal Infusions	
20 Tea Bags	5.29 – 7.29
16-18 Tea Bags	5.29 – 7.99

None of the brands with Iced Tea was available in the shelves.

It was difficult to find a Specialty Tea Shop in the nearby area to the exhibition premises and therefore the opportunity to visit such was not possible.

However, in the visited outlets, packs with Ceylon Tea were not on shelves. The Black Tea Packs mention as just "Black Tea".

[Opportunities and Strategies Approaches for Ceylon Tea for the Canadian Market]()

OPPORTUNITIES

1. **Value-Added Tea Formats**
   Innovative Tea formats such as Iced Tea in RTDs, Tea Pods and Canned Sparkling Tea are hardly seen in the shelves compared to the innovative formats of Coffee. Demand for convenience and cold brews will lead the demand for such value-added formats of Ceylon Tea. The existing Black/Green and Herbal Tea Packs are mostly in Tea Bag formats.
2. **Demand for Herbal Tea and Spiced/ Chai Tea**
   The most of the teas on the shelves were Herbal Infusions (Chamomile/Mint/Peppermint/Rooibos/Herbal Blends) in Tea Bag formats as Canadian consumers are after functional benefits in beverages such as calming and comforting effects. It was also noticed that the teas with spices (Ginger/Cinnamon) and Chai Tea/Latte are demanding by the consumers.

3. **Demanding Decaffeinated Teas**
   The consumer demand is also there for Decaffeinated Coffees and Teas with the health consciousness. The visitors to the SLTB booth also inquired about decaffeinated teas.
4. **Demanding Sustainably Produced Products**
   The visitors to the SLTB booth inquired about the sustainable practices in Ceylon Tea production process evidencing the consumer demand for responsible sourcing and eco-friendly packaging to reduce the environmental foot.

STRATEGIC APPROACHES

1. Focusing on offering innovative Ceylon Tea product offerings that match the trending demands in the market.
2. Promoting Tea blends with natural and organic, sustainably sourced spices, herbs and flavors.
3. Building relationships with High-Value Channels such as specialty tea shops, gourmet grocers, luxury tea lounges to offer specialty teas, artisan and hand-made teas, limited edition/regional or seasonal teas from Sri Lanka with support of SL Missions in Canada.
4. Facilitation of arenas for the exporters for direct engagement with importers and distributors for through B2B meetings with the support of SL Missions in Canada. Close engagement through Tea & Herbal Association of Canada is possible as SLTB is already a member.
5. Conducting Ceylon Tea awareness sessions to the public including Ceylon tea tasting sessions emphasizing the health benefits and sustainability practices of the Sri Lankan Tea Industry with the support of SL Missions in Canada.