Euromonitor International

Tea in India

March 2026

Table of Contents

Tea in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains an important staple

INDUSTRY PERFORMANCE

Premiumisation a growing feature of the market
Tea consumption across India rises as commodity inflation eases

WHAT'S NEXT?

Health and wellness trend expected to shape the tea market
Rising costs expected to place significant pressure on manufacturers' bottom lines
Companies will leverage the power of social media for their premium assortments

COMPETITIVE LANDSCAPE

Tata focuses on wellness-oriented launches to cement its lead in tea
Players use hyperlocal and vernacular marketing to attract sales

CHANNELS

Small local grocers dominate but lose share as quick commerce asserts itself
Quick commerce a growing feature of an increasingly digital market

CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025
Table 2 - Retail Sales of Tea by Category: Value 2020-2025
Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025
Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025
Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030
Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Hot Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Youthful population and cut in GST are key growth drivers in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Hot drinks sees strong growth buoyed by a young, modern and urban population
Search for new experiences fuels premiumisation in the market
Cut in GST makes coffee and other hot drinks more affordable

WHAT'S NEXT

Rising cost of key ingredients could disrupt the market
Geopolitical uncertainty casts a shadow over the future of hot drinks
Health and wellness concerns set to shape the future direction of the market

COMPETITIVE LANDSCAPE

Nestlé making significant gains in coffee
Hindustan Unilever remains on top following aggressive expansion policy

CHANNELS

Quick commerce benefits from the rapid digitalisation of the Indian market
Kirana stores remain vital to sales with brands adapting their strategies to reflect this

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tea-in-india/report.