

# Tea in Canada

December 2023

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Health and wellness trend remains an important driver behind demand for tea in 2023 Speciality, functional and herbal blends continue to drive growth Private labels see solid growth in tea in 2023

#### PROSPECTS AND OPPORTUNITIES

Teas with a healthy perception set to perform the best over the forecast period Black tea reaches maturity and struggles amongst the growing health and wellness trend Tea distribution in Canada is set to see major changes in the years ahead

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