



Tea in Middle East and Africa

March 2023

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Middle East and Africa a major tea market

Return to positive growth expected from 2023

Morocco and Saudi Arabia add a lot of new sales in green tea over 2017-2022

Other tea enjoying strong demand in South Africa

Black tea adds the most new sales in the region in 2017-2022

Despite rising inflation, promotions and discounts are putting pressure on prices

Small local grocers lead tea distribution in Middle East and Africa

Supermarkets another important sales mode in the region

LEADING COMPANIES AND BRANDS

Consolidated national competitive landscapes across the region

Unilever's spun-off tea brands lead under the new ownership of Ekaterra

Ekaterra and Associated British Foods have the widest regional presence

FORECAST PROJECTIONS

Positive growth expected throughout the 2022-2027 period

Green tea will record the most dynamic forecast period CAGR in the region

Population growth and ongoing urbanisation will help drive growth of tea sales

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Algeria: Competitive and Retail Landscape

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Cameroon: Competitive and Retail Landscape

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