

# **TEA INDUSTRY : GLOBAL TRENDS**

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- TEA : A DRINK WITH A HISTORY OF 5000 YEARS !
- SHEN-NUNG : 2737 BC
- TEA : IN CHINESE DICTIONARY – 350 BC
- CHA-CHENG – 750 AD

# **TEA IN INDIA**

- KNOWN TO SINGPHO TRIBE
- BOM BEESA GAUM
- DEWAN MONIRAM DUTTA BAROOAH
- BRUCE BROTHERS

# **COMMERCIAL PLANTING**

- ASSAM – 1837
- DARJEELING – 1856
- NILGIRIS – 1859
- SRILANKA - 1837

- AFRICA – THE FASTEST TEA GROWING CONTINENT
- MALAWI , SOUTH AFRICA
- MOZAMBIQUE , ZIMBABWE

# EAST AFRICA

- KENYA, UGANDA, TANZANIA
- ARGENTINA IN SOUTH AMERICA – US MARKET

# WORLD PRODUCTION OF TEA

YEAR	PRODUCTION (MILLION KG)
2001	3058.54
2002	3086.40
2003	3217.05
2004	3334.93
2005	3457.89
2006	3579.79
2007	3796.08
2008	3864.79
2009	3931.98
2010	4162.32

# TREND IN PRODUCTION (COUNTRIES)

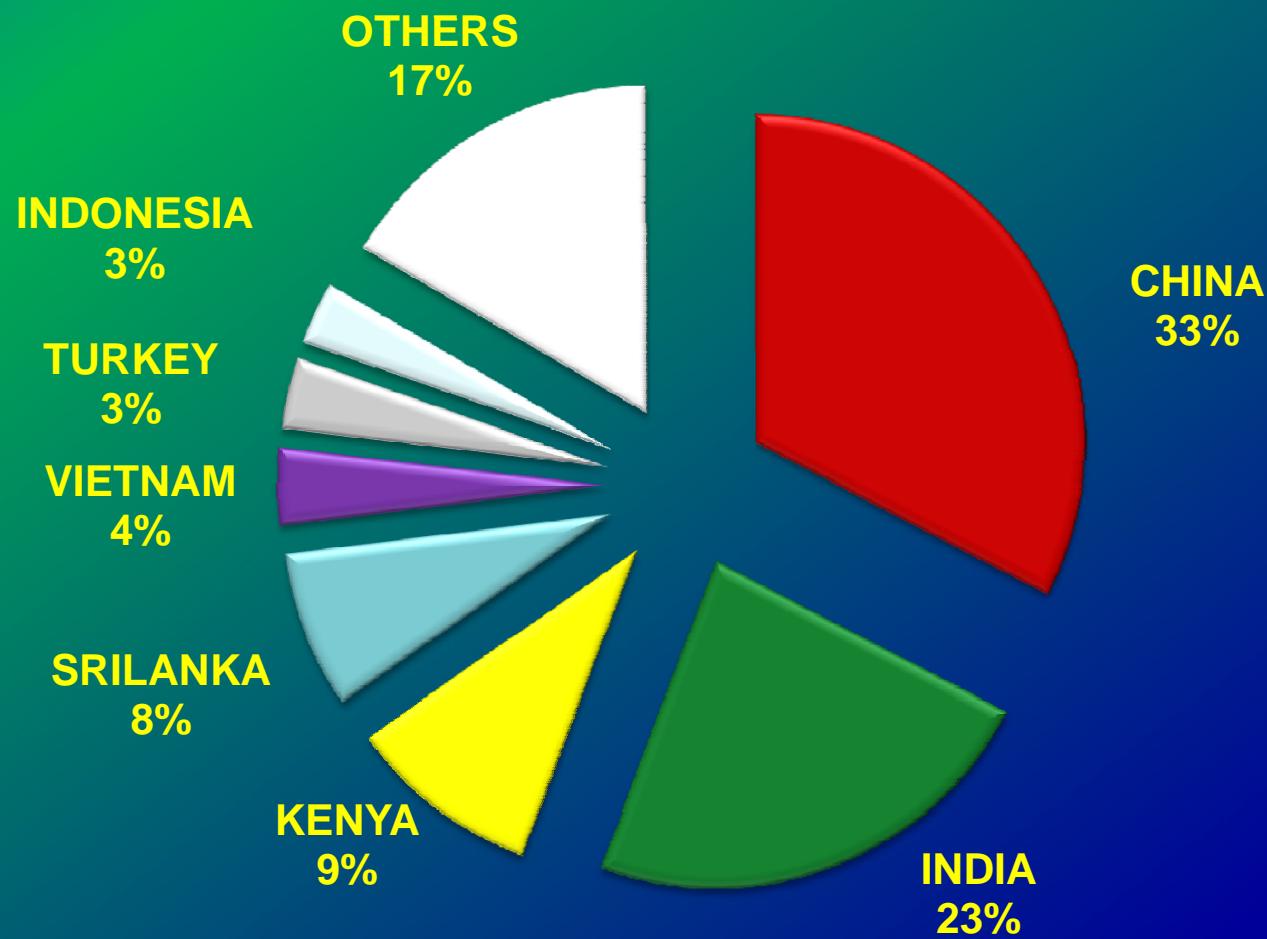
COUNTRY	TREND
KENYA	+++
SRI LANKA	+++
CHINA	++
VIETNAM	++
ARGENTINA	++
UGANDA	++
INDIA	( - )
INDONESIA	( - )
TURKEY	( - )

# DOMINANT PRODUCERS

- CHINA
- INDIA
- KENYA
- SRI LANKA

# SHARE OF MAJOR PRODUCERS

SHARE (%)



# PRODUCTION IN MAJOR COUNTRIES (2010)

COUNTRY	PRODUCTION (MILLION KG)
INDIA	966.40
CHINA	1475.06
KENYA	399.00
SRILANKA	331.42
VIETNAM	157.00
TURKEY	148.00
INDONESIA	129.20
JAPAN	93.00
ARGENTINA	90.00
BANGLADESH	59.27
UGANDA	56.46
MALAWI	51.59
TANZANIA	31.64
ZIMBABWE	14.29
OTHER COUNTRIES	159.99

# TREND IN 2011

## REDUCTION IN CROP

( - ) 40 MILLION KILOGRAM

# **TYPES OF TEA AND SHARE (2010)**

- **BLACK TEA** : **2512 M KG (60.35%)**
- **GREEN TEA** : **1284.50 M KG (30.86%)**
- **OOLONG & OTHERS :** **365.82 M KG (8.79%)**

# MAJOR GREEN TEA PRODUCERS

COUNTRY	PRODUCTION (MILLION KG)
CHINA	1046.38
JAPAN	92.5
VIETNAM	76
INDONESIA	33
TAIWAN	17
INDIA	10.6
OTHERS	9.01

# EXPORT OF TEA

COUNTRY	EXPORT (%)
KENYA	25.5
CHINA	17.5
SRI LANKA	17.3
INDIA	10.6
ARGENTINA	5.9
Vietnam	5.7
INDONESIA	5

- DIFFERENT TYPES OF TEA
- DIFFERENT WAYS OF CONSUMPTION
- WITH MILK AND SUGAR

# **MAJOR CONSUMERS**

- CHINA
- INDIA
- RUSSIA
- TURKEY
- JAPAN

# PER CAPITA CONSUMPTION

COUNTRY	CONSUMPTION / HEAD (KG)
KUWAIT	2.86
IRELAND	2.31
TURKEY	2.02
AFGANISTAN	2.01
THE UK	1.97
LIBYA	1.81
MOROCCO	1.67
TAIWAN	1.61
INDIA	< 800 G

# MAJOR IMPORTERS

COUNTRY	IMPORT (%)
RUSSIA	16.5
USA	7.9
UK	7.6
PAKISTAN	7.5
EGYPT	5.3
DUBAI	
AFGANISTAN	
MOROCCO	
IRAN	< 4 % EACH
IRAQ	
JAPAN	
POLAND	
OTHERS	33.7

# **IMPORT INTO INDIA**

- KENYA
- NEPAL
- VIETNAM
- INDONESIA

**FOR VALUE ADDITION AND EXPORT**

# **CHALLENGES FOR INDIAN TEA INDUSTRY**

- 150 YEARS OLD
- OLD AGE OF BUSHES
- STAGNATION IN PRODUCTIVITY
- NO AREA EXPANSION
- INCREASED COST OF PRODUCTION
- COMPETITION FROM OTHER BEVERAGES
- CHEAPER TEAS IN OTHER COUNTRIES

# **STRENGTH OF INDIAN TEA INDUSTRY**

- ORGANISED INDUSTRY
- PROFESSIONAL MANAGEMENT
- GOOD LABOUR RELATIONSHIP
- LARGE INTERNAL MARKET : ESTABLISHED AUCTION SYSTEM
- STRONG R & D SUPPORT

# **STRENGTH OF INDIAN TEA INDUSTRY**

- **EMERGING SMALL GROWER SECTOR**
- **PRODUCT DIVERSIFICATION & PRODUCT MIX**
- **ORGANIC TEA**
- **GLOBAL STANDARD : ISO 3720**
- **BENEFICIAL HEALTH EFFECTS**