

# UK TEA OUT-OF-HOME SEGMENT IN NUMBERS



## Allegra PROJECT TEA UK 2019

### SEGMENT VALUE

Estimated revenue from tea beverage sales across the specialist UK coffee shop market\*

£302  
MILLION

### CONSUMPTION

Estimated cups of hot tea beverages sold in UK specialist coffee shops each week



### AVERAGE PRICE

Average price of a cup of tea in a UK high street chain



### TYPICAL VISIT TIME

Most popular time for a tea OOH purchase



### FAVOURITE CHAIN

Chain considered to have best all-round tea offer by consumers



### FAVOURITE BRAND

Most popular tea OOH brands as voted in Allegra consumer survey



Project Tea Out-of-Home UK is Allegra's comprehensive study of the UK's challenging tea out-of-home market. Our research combines current data and 20 years of insight to provide the most detailed snapshot of the UK tea market available.

[ORDER HERE](#)

 [worldcoffeeportal.com](http://worldcoffeeportal.com)

 [World Coffee Portal](#)

 [WorldCoffeePort](#)

 [5thWaveCoffee](#)

Allegra  
**WORLD  
COFFEE  
PORTAL**

\*Specialist coffee shop market is comprised of branded chains and independent coffee shops