

Coffee & Tea

May 1, 2018

~ Tea industry is trying various approaches to catch a ride on the “Instagrammable” trend ~

The tea and coffee markets are stagnating, in terms of import volume, but the field of black tea is lively, with new stores opening and diverse approaches to consumers being developed.

(Unit: Quantity - tons, Total Value - JPY 1 million)

		Jan-Dec. 2017		Jan-Dec. 2016		A/C %	B/D %
		Quantity A	Total Value B	Quantity C	Total Value D		
Green Beans	Green Beans	403,954	147,836	432,591	142,121	93.4%	104.0%
	Green Beans Decaffeinated	2,375	1,332	2,548	1,231	93.2%	108.2%
	Green Beans total	406,329	149,169	435,140	143,353	93.4%	104.1%
RC	RC	7,321	10,798	7,220	9,998	101.4%	108.0%
	RC Decaffeinated	420	633	278	479	151.1%	132.2%
	RC Total	7,742	11,431	7,499	10,478	103.2%	109.1%
Instant Coffee		12,148	13,893	11,266	11,565	107.8%	120.1%
Coffee extract (with sugar)		313	235	372	286	84.1%	82.2%
Coffee extract (without sugar)		12,665	7,925	8,865	5,086	142.9%	155.8%
Tea	Bulk	13,887	7,590	12,976	6,610	107.0%	114.8%
	Package less than 3kg	1,641	4,131	1,782	3,601	92.1%	114.7%
	Tea leaf total	15,529	11,722	14,759	10,212	105.2%	114.8%
Instant Tea		1,552	2,652	1,231	1,548	126.1%	171.3%

Source: Ministry of Finance “Trade Statistics”

< Good Rest with Tea >

Milk. Black. Lemon. By GOGO NO KOCHA”, a new concept shop proposed by Kirin Gogo No Kocho (Kirin Afternoon Tea), opened in Tokyo’s Daikanyama in October 2017. The concept is “Good rest with tea”.

The photogenic tea server space, crammed with fruit, the hanging chairs, which offer a unique situation for taking it easy, tea bushes as interior plants, and cushions dyed tea-brown, are examples of the tea-themed and playful interior and decor.



< Alfred Tea >

Alfred Tea Room, which originated in LA, opened branches in Aoyama and Shinjuku in Tokyo simultaneously, in October 2017.

Joshua Zad, founder of Alfred Tea Room, said of the company's expansion to Japan, its first overseas venture, that "Our policy is to provide high quality in a form that is within everyone's reach. We use strictly selected tea leaves and pursue 'essentially delicious flavor', but we want people to enjoy that in a casual style.

That's why we pay so much attention to package design and interior atmosphere. We want people to get to know the flavor of tea while relaxing with pink drinks and photogenic interiors!"



< Pour pure fruit juice onto tea leaves >



In March 2018, Coca Cola System nationally launched “Kocha Kaden Craftea Luxy Squeezed Orange Tea”, a black tea drink with the novel concept of pouring 100% pure fruit juice onto black tea.

The drink uses more pure fruit juice than other black tea products, with the aim of creating an unprecedentedly fruity-flavored product. It has added honey to finish it off with a gentle sweetness.

< Imported black tea popular at Nihonbashi Mitsukoshi Department Store >

“Juri’s Tea Room” opened in September 2017 on the food floor of the Nihonbashi Mitsukoshi Department Store, under owner-chef Juri Moriwaki. Moriwaki was the first Japanese person to win the Top Tea Place Award, a prize for the best tea rooms, from the British Tea Association. The tea room is popular for its interior, which recreates the atmosphere of a traditional English tea room, and the menu of original teas and baked goods.

Now let’s look at some popular black tea brands and hot products on sale at Nihonbashi Mitsukoshi store. Fortnum & Mason (eight bags each of Royal Blend, Queen Anne, Early Grey Classic, and Breakfast), Wedgwood (assorted teabag set of 20 individually-packaged 2g bags), the Highgrove brand established by Britain’s Prince Charles, etc.

The same food floor offers two different time-limited products. One is Rooibos tea, a non-caffeine herb tea from South Africa, The other is Kusmi Tea, a well-known and popular tea from France, where there is a culture of enjoying Kusmi tea as a fragrant Russian-style black tea. It was brought to Japan for the first time in spring 2017.



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