



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Royal Tea Time

The global tea business, rooted in centuries of tradition

The tea business is a worldwide industry, with major producers including China, India, Kenya, Sri Lanka, and Japan, contributing significantly to the global market.

Tea production primarily revolves around the cultivation of the Camellia sinensis plant, with different varieties and processing methods leading to the creation of various tea types such as black, green, white, and oolong.

The industry encompasses a broad range of products, including traditional loose-leaf teas, tea bags, ready-to-drink options, and specialty blends, catering to diverse consumer preferences.

Tea businesses involve various stakeholders, from tea estates and small-scale farmers to processors, exporters, and retailers, each playing a crucial role in the supply chain.

Growing consumer interest in health and wellness has driven the popularity of herbal and wellness teas, with an increasing emphasis on the functional benefits of tea consumption.

Success in the tea business is often tied to effective marketing and branding strategies, with companies differentiating themselves through unique blends, packaging, and sustainability initiatives.

The tea industry places a growing emphasis on social and environmental responsibility, with initiatives such as fair trade and organic certifications gaining importance among producers and consumers.

The industry faces challenges such as climate change, fluctuating commodity prices, and evolving consumer preferences, prompting ongoing innovation in cultivation techniques and sustainable practices.

Ongoing innovation is evident in the introduction of new tea varieties, cultivation methods, and processing techniques to meet changing consumer demands and preferences.

The rise of online platforms has facilitated direct-to-consumer sales, providing tea enthusiasts with convenient access to a wide range of products from around the world.

Despite challenges, the tea business remains resilient, adapting to market dynamics through a combination of tradition and innovation, ensuring its continued significance in the global beverage industry.

Beyond traditional markets, there is a growing interest in specialty and artisanal teas, contributing to the expansion of tea culture and appreciation for unique blends.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?