Tea Facts
by the Numbers

3.6 billion
Gallons of tea Americans drank in 2012

65%
Percentage of tea that was brewed using a teabag

2012 sales of bottled & other ready-to-drink tea

$362 million
Tea sales of U.S.'s top tea maker, Unilever

Unilever

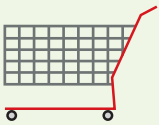
$620 million
Amount Starbucks paid to purchase Teavana

TEAVANA

85%
Percentage of tea drunk in the U.S. that is iced tea

15%
Percentage of tea consumed in the U.S. that is green

$25 billion
Estimated tea sales for 2014
Source: Tea Association of the USA



$2,250,000,000
Retail tea sales at supermarkets

$15.7 billion
Tea sales in restaurants, grocery stores and shops

0.5 pounds
Pounds of tea consumed per person in the U.S. each year

3,000 - 7,000 feet
Altitude at which most premium tea is grown