

U.S. becoming a nation of tea drinkers

By Roberto A. Ferdman, Washington Post

There's a quiet, and lightly caffeinated, trend brewing in America.

The U.S. market for tea has more than quadrupled during the past twenty-plus years—from just under \$2 billion in 1990 to just over \$10 billion last year—according to the U.S. Tea Association. Demand for the herbal beverage has now been growing at a healthy clip for decades. By weight, Americans now drink almost 20 percent more of the herbal beverage than they did back in 2000, according to market research firm Euromonitor.

As a result, tea imports, to the benefit of major tea producing nations like China and India, are soaring—they have grown by roughly 40 percent over the past 10 years, nearly 70 percent over the past 20 years, and more than 700 percent over the last 50 years, according to data from the U.S. Department of Agriculture.

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