

A scenic view of terraced tea fields on misty mountains in China. The terraces are arranged in a series of curved, overlapping rows, creating a rhythmic pattern of green against the white mist. The background shows more distant, hazy mountain ranges under a soft, overcast sky. The overall atmosphere is serene and picturesque.

Overview of Tea Industry in China

Prof. & Dr. Zhonghua Liu

**China Institute of Tea Business
China Tea Science Society
Hanan Agricultural University, China**

Tea Production in China

Area Change of Cultivated Tea in China (2001 to 2015) Unit: Kha.



Distribution of Tea Plant in China



Distribution of Tea Plant in China

Unit: K ha

	Province	2015	Increase(%)
No.	Total	2877.5	4.22
1	Guizhou	459.4	4.09
2	Yunan	401.3	1.18
3	Sichuan	321.1	5.02
4	Hubei	310.7	6.25
5	Fujian	246.7	1.54
6	Zhejiang	196.7	5.02
7	Anhui	170.0	2.08
8	Henan	153.8	0.30
9	Shanxi	143.9	12.21
10	Hunan	132.8	6.64
11	Jiangxi	93.0	10.89
12	Guangxi	69.3	3.32
13	Guangdong	51.3	6.41
14	Chongqing	45.5	3.87
15	Shandong	36.5	7.15
16	Jiangsu	34.0	-0.58
17	Hainan	0.7	8.33
18	Gansu	10.87	6.54

Structure Improvement of Tea Garden in China



- **Cultivated Clones**
1.62 M ha
56.6%

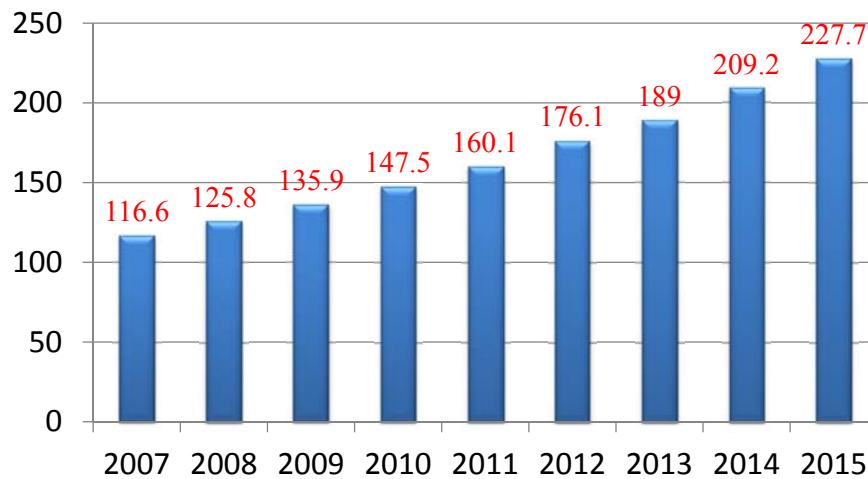


- **Organic Tea Garden**
178 K ha
6.2%

Total of Tea Quantity in China

In 2015, Total Dried Primary Tea is 2.27 million tons

**Tea Production in China
(2007~2015, 10Kt)**



Quantity of Tea Production in China

Province		2015(t)	2014(t)	Increase(t)
No	Total	2,277,624	2,091,948	185676
1	Fujian	379600	355000	24600
2	Yunnan	362359	335193	27166
3	Sichuan	262319	237119	25200
4	Guizhou	223285	181535	41750
5	Hubei	196906	185014	11892
6	Zhejiang	176000	167000	9000
7	Hunan	172355	161280	11075
8	Anhui	113200	109000	4200
9	Guangdong	79167	75472	3695
10	Shanxi	74195	60910	13285
11	Guangxi	60000	57900	2100
12	Hennan	59560	54930	4631
13	Jiangxi	50356	46466	3890
14	Chongqing	31098	29380	1717
15	Shandong	21474	20039	1435
16	Jiangsu	14006	14034	-28
17	Hainan	441	482	-41
18	Gansu	1302	1195	107

Mean Yield and Output per Ha



- **Mean Yield: ~1,000kg/ha**
- **Mean Output: USD\$8,500/ha**

More and more green food and organic tea in China



美国



欧盟



中国

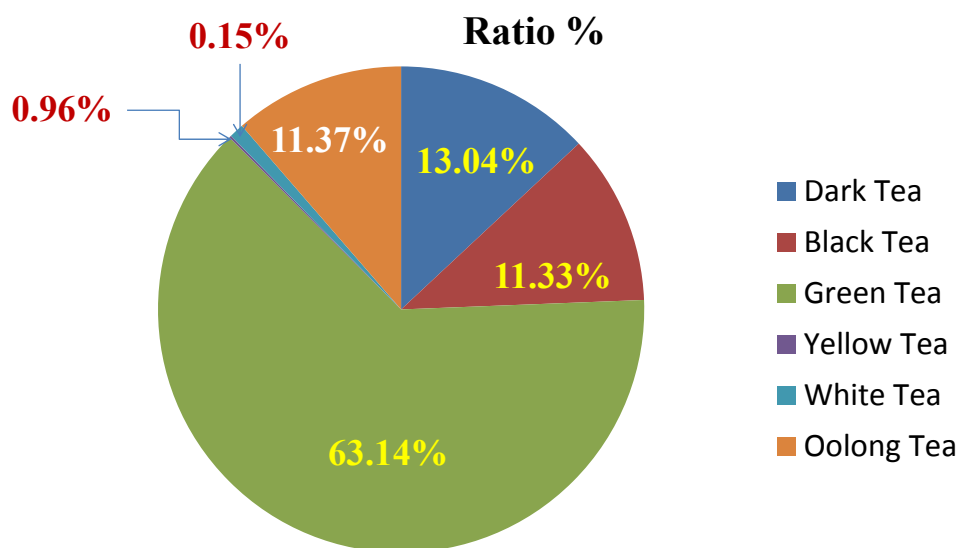


日本

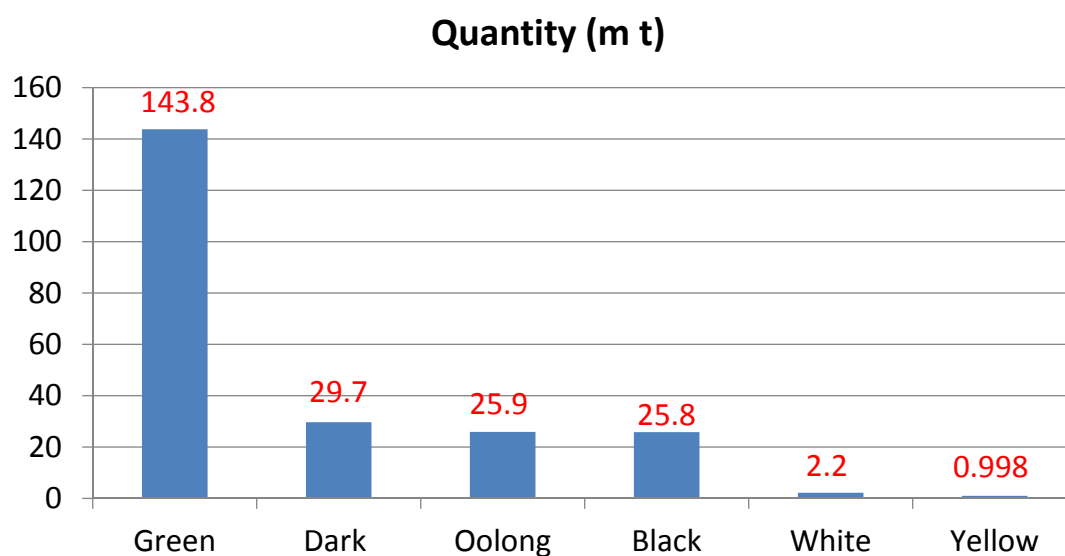
Ecological, Organic, Standard Cultivation with Tea Clones



Ratio of Six Kinds of Tea in China, 2015



Quantity of Six Kinds of Tea in China, 2015



Tea Production of Different Provinces in China, 2015

		Green(t)	Black (t)	Oolong(t)	Dark(t)	White(t)	Yellow(t)
	Total	1438080	258112	258885	297082	21993	3472
1	Sichuan	208223	17771	3026	33152		147
2	Guizhou	187250	22657	1763	10839	721	55
3	Yunnan	170495	64596	1693	125376	199	
4	Zhejiang	164080	5890	600	5400	15	15
5	Hubei	130534	21520	4886	39412	551	3
6	Fujian	115100	41600	202500		20400	
7	Anhui	103025	7200	325	200		2450
8	Hunan	80353	18517	3306	69381	5	793
9	Shanxi	67751	1208	36	5200	0	
10	Henan	49429	8548	1	1572	10	
11	Jiangxi	40160	8555	1012	630		
12	Guangdong	32422	4993	38275	3396	72	9
13	Guangxi	30210	26711	890	2169	20	
14	Chongqing	26562	3636	570	330		
15	Shandong	19406	2065	3	0		
16	Jiangsu	11529	2477				
17	Gansu	1202	75		25		
18	Hainan	349	92				

Green Tea Production in China

		Green tea(t)
	Total	1,438,080
1	Sichuan	208223
2	Guizhou	187250
3	Yunnan	170495
4	Zhejiang	164080
5	Hubei	130534
6	Fujian	115100
7	Anhui	103025
8	Hunan	80353
9	Shanxi	67751
10	Henan	49429
11	Jiangxi	40160
12	Guangdong	32422
13	Guangxi	30210
14	Chongqing	26562
15	Shandong	19406
16	Jiangsu	11529
17	Gansu	1202

Automatic Tea Processing Line in China



Automatic Tea Processing Line in China



Structure of Tea Products in China in 2015

Quality Level	Quantity(t)	Ratio%	Value(B\$)	Ratio%
High Level	993,000	43.6	15	68.3
Common Level	1285,000	56.4	7	31.7
Total	2278,000	100%	22	100

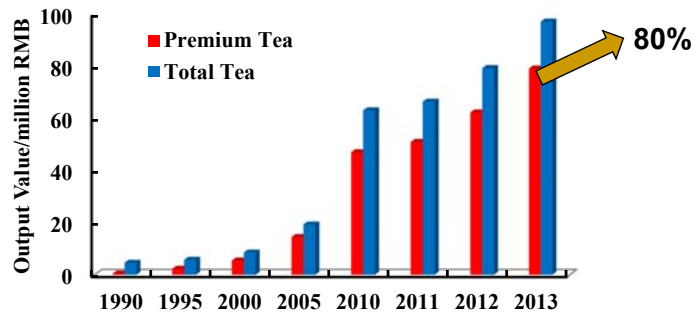
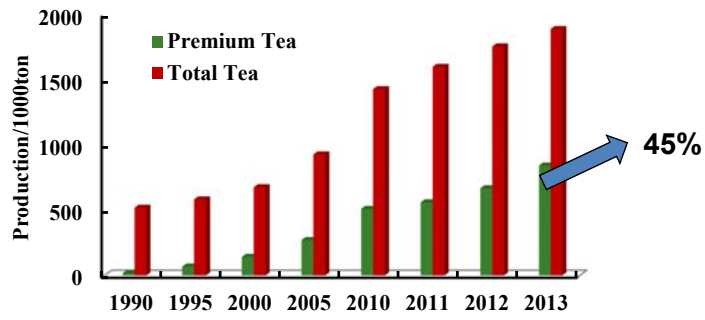


High Level



Common Level

Development of High Level Quality Tea



Development of High Level Quality Tea



**West Lake Longjing Tea
(Flat shape)**



**Biluochun Green Tea
(curved shape)**



**Xueshui Yunlu Tea
(needle shape)**



**Pearl green tea
C (granular shape)**

Development of High Level Quality Tea

Traditional Chinese black tea



Curly shape



Shoot shape



Round shape



Strip shape

Development of High Level Quality Tea

Anxi Tie guan yin

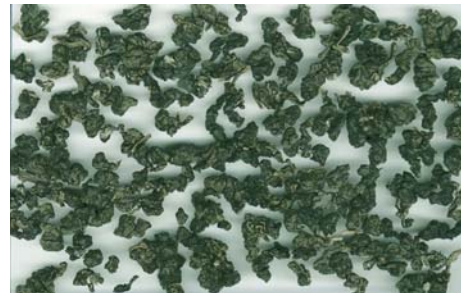


Taiwan Oolong

Feng huang Dan cong

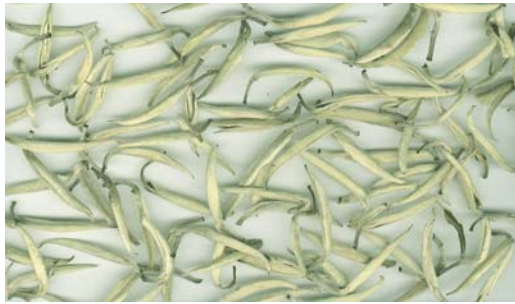


Taiwan Baozhong



Development of High Level Quality Tea

White tea



Yin zhen bai hao
Ningde region, Fujian province

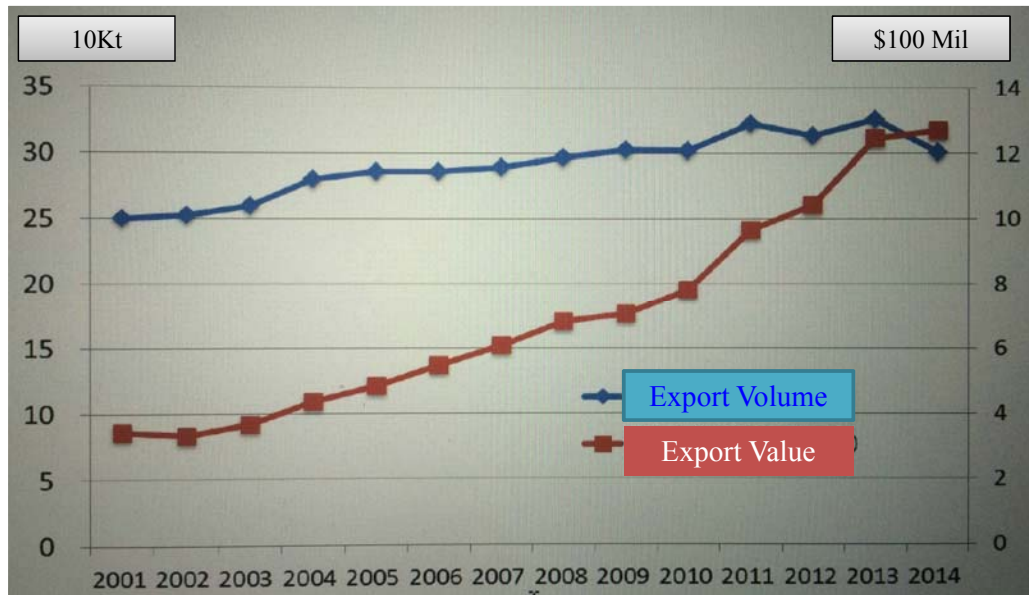
Yellow tea



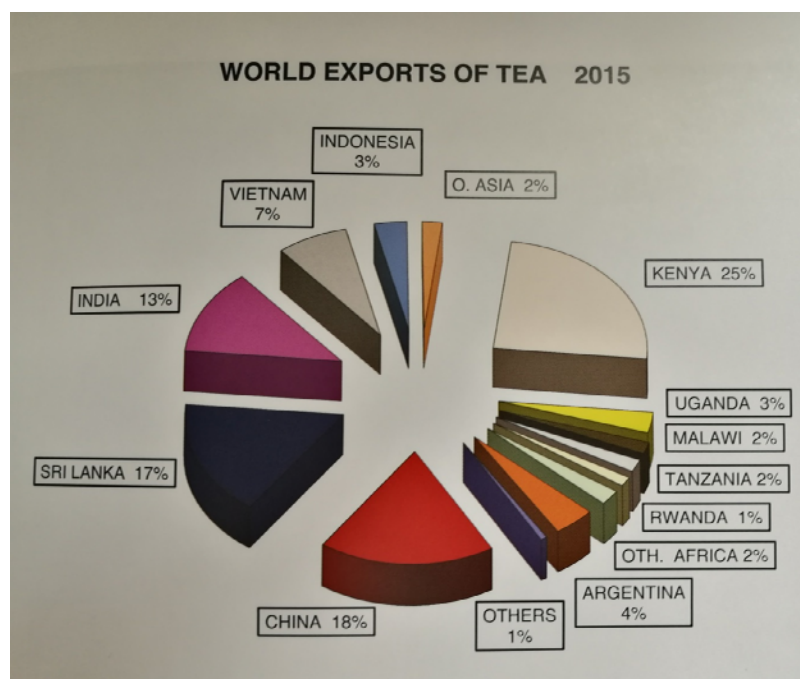
Jun shan yin zhen
Yueyang region, Hunan province

Global Trade of Chinese Tea

Change of Tea Exporting in China (2001~2014)

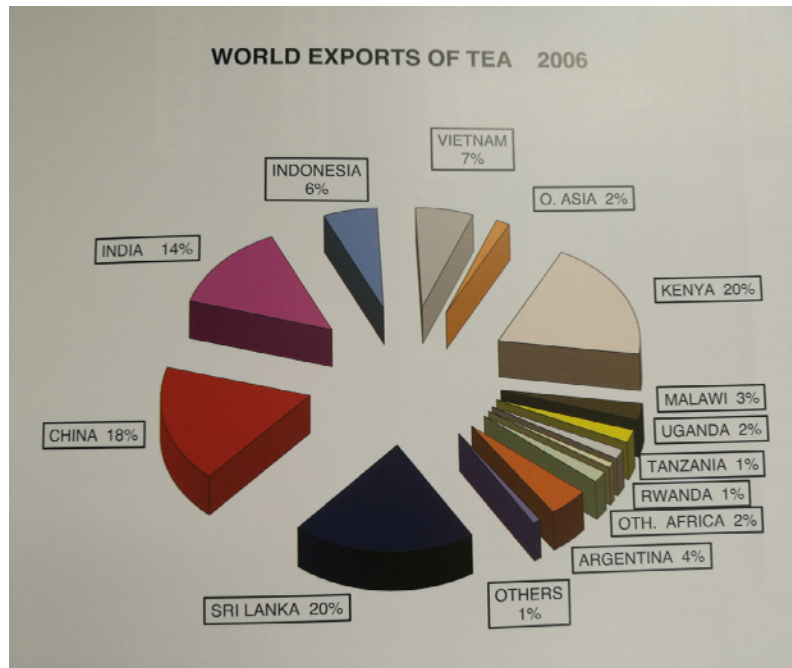


Relative Global Position of China Tea Export in 2015



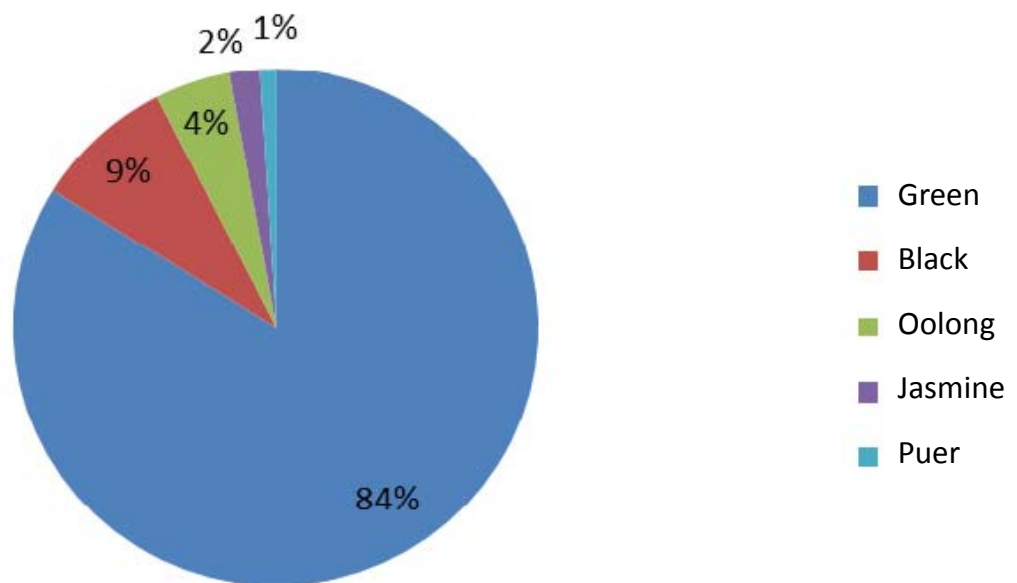
(Source: ITC, 2016)

Relative Global Position of China Tea Export in 2006



(Source: ITC, 2016)

Products structure of China Tea Export in 2015



- **Quantity: 325,000 t Value: US\$1.38 Billion**
- **Mean Price: \$4.25/kg**

Export Quantity of Chinese Tea to TOP 15 Countries in 2014~2015

N0	Country or Region	2015(Kg)	2014(Kg)	Changes(%)
01	Morocco	64437537	58996243	9.2
02	Uzbekistan	26795113	16387677	63.5
03	Senegal	17221319	13332028	29.2
04	USA	16360326	15302842	6.9
05	Algeria	14364765	15010213	-4.3
06	Togo	13311531	16892530	-21.2
07	Japan	13,072,813	14,550,002	-10.2
08	Mauritania	12865730	14096595	-8.7
09	Russia	12770694	13933247	-8.3
10	Germany	12478135	12542484	-0.5
11	Hong Kong	10310912	10237925	0.7
12	Ghana	8628462	4248411	103.1
13	Cameroon	7487745	7099706	5.5
14	Pakistan	6620302	6352549	4.2
15	Mali	5888260	5277973	11.6
° ° ° Total		324,956,680	301,444,045	+7.8

Top 15 Provinces Exporting Tea in 2015

No	Province	Quantity (Kg)	Value (US\$)	Mean Price (US\$/Kg)
01	Zhejiang	157722815	519691358	3.29
02	Anhui	56563137	226962546	4.01
03	Hunan	35579157	91554795	2.57
04	Fujian	17269278	173784108	10.06
05	Shanghai	10926596	89813074	8.22
06	Hubei	9397528	79053653	8.41
07	Jiangxi	7900953	44398527	5.62
08	Yunnan	7280988	30468619	4.18
09	Sichuan	5524657	20650473	3.74
10	Guangdong	5077087	40737003	8.02
11	Henan	3599042	10589271	2.94
12	Guizhou	2750927	22506339	8.18
13	Chongqing	1639810	1498277	0.91
14	Guangxi	1260352	4811089	3.81
15	Jiangsu	1250820	17109411	13.68

Chinese Tea to Japan Market (2005~2015)

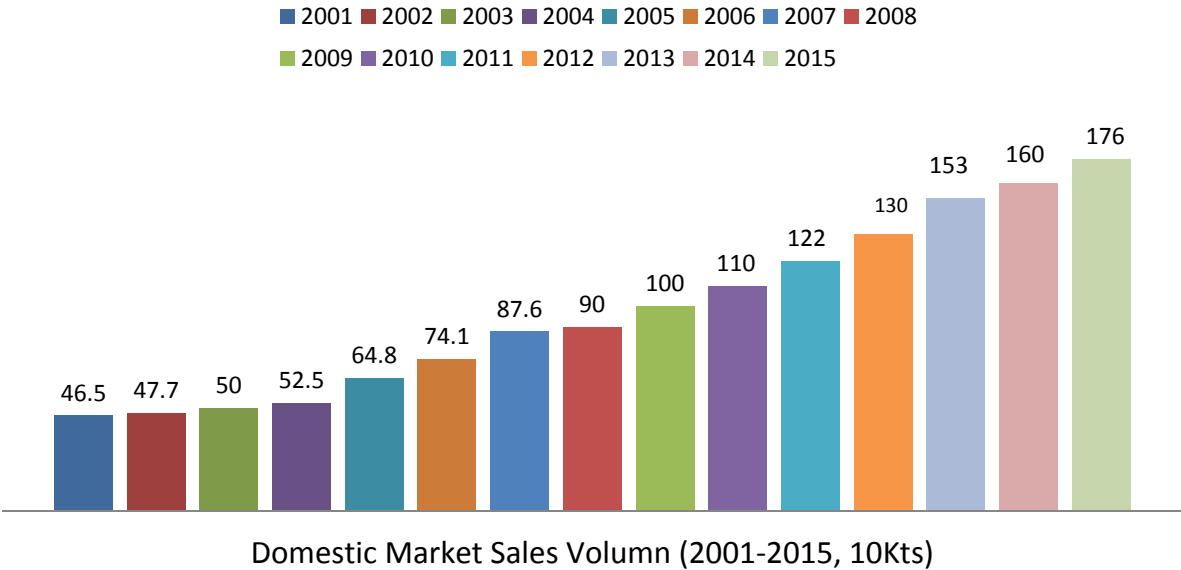
Year	Quantity(kg)	Value (USD\$)	Price (US\$/Kg)
2005	34,586,343	79,781,378	2.307
2006	27,668,354	65,695,264	2.374
2007	25,356,912	64,897,641	2.559
2008	21,161,869	55,875,191	2.640
2009	18,982,812	50,244,663	2.647
2010	19,456,203	56,308,758	2.894
2011	18,098,794	54,510,629	3.012
2012	17,319,884	57,679,876	3.330
2013	17,551,544	66,978,684	3.816
2014	14,550,002	60,638,630	4.168
2015	13,072,813	56,663,596	4.334

Chinese Tea Exported to Japan in 2015

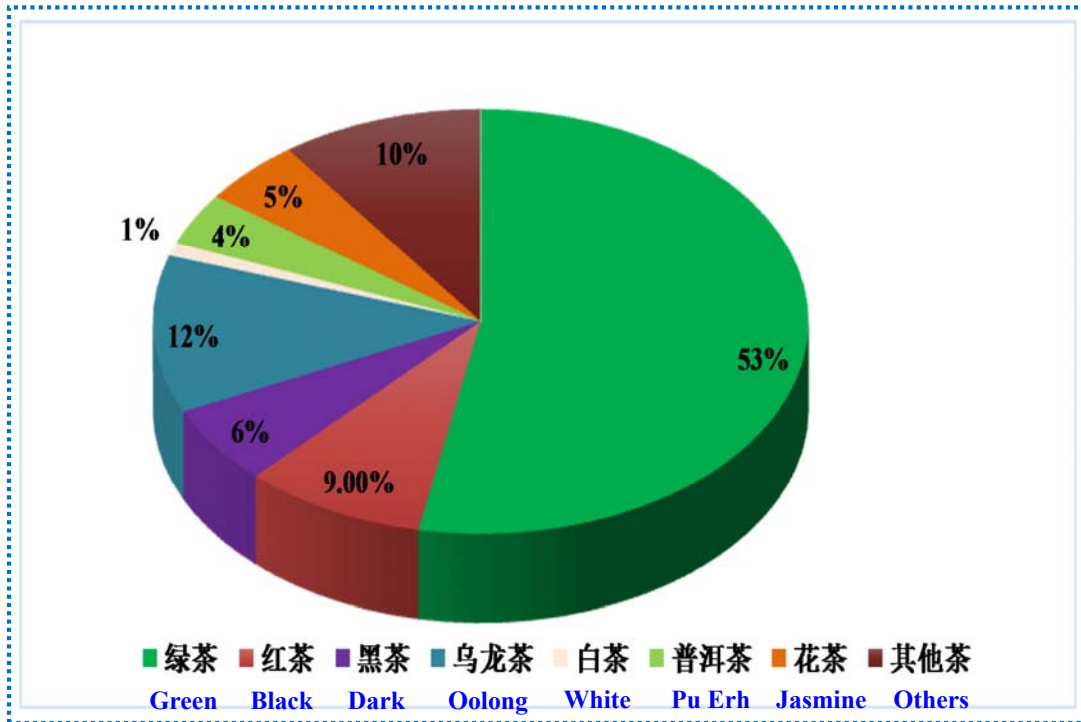
Kind of Tea	Quantity(kg)	Value (USD\$)	Price (US\$/Kg)
Green Tea	1,388,271	3,280,032	2.363
Jasmine Tea	1,394,721	10,119,769	7.256
Black Tea	748,559	6,425,829	8.584
Oolong Tea	9,013,973	34,869,768	3.868
2015	13,072,813	56,663,596	4.334

Domestic Market of Chinese Tea

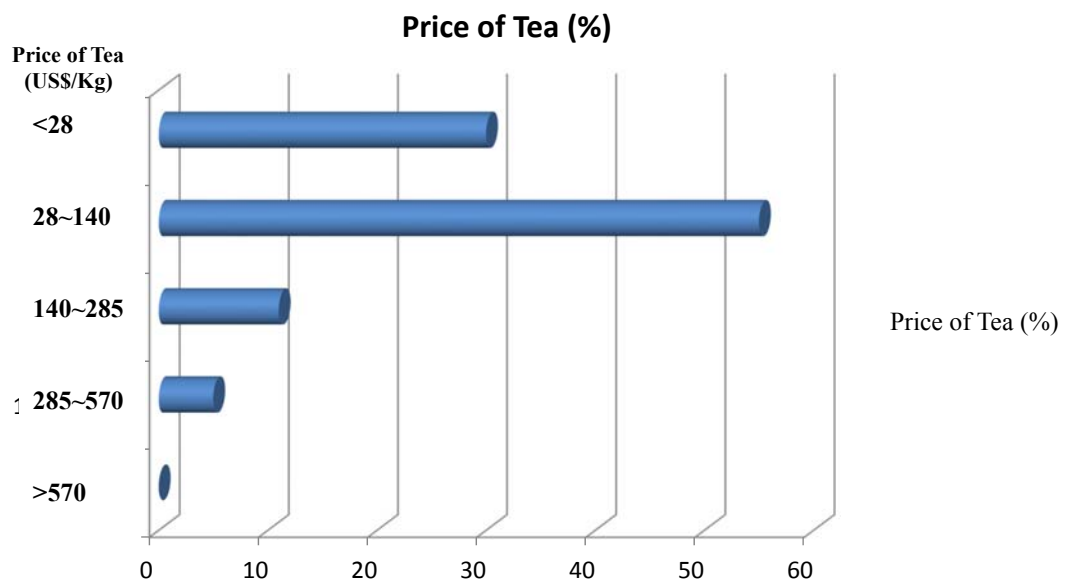
Sales in Domestic Market of China (2001~2015, 10Kt)



Tea Consumption Structure of China Market in 2014



Profile of Tea Price in China Market

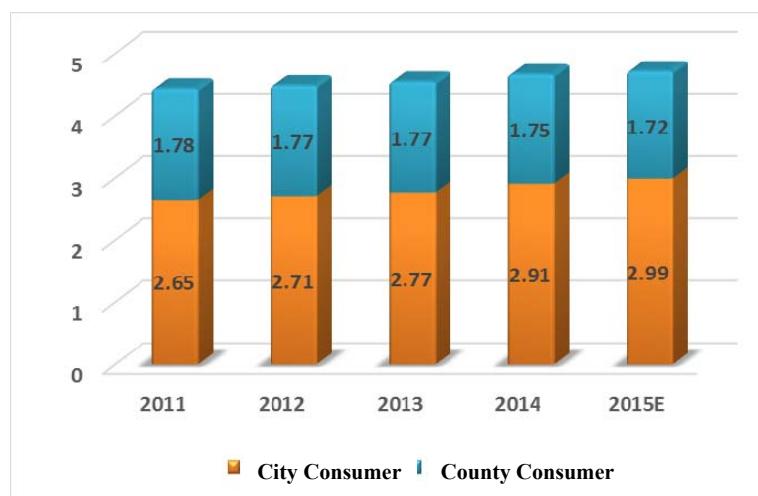


- US\$28~140/Kg is of largest sales
- US\$<28/Kg is of second large sales
- US\$>570/Kg is of very few sales

Market Scale and Space Distribution



Composition of Tea Consumers in China

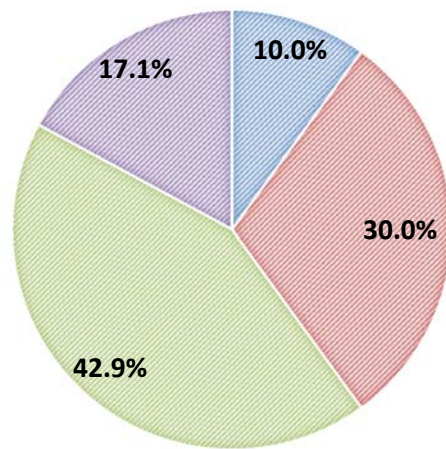


Composition of Tea Consumer (2011-2015)

- Total of Tea Consumers: 471 Millions in 2015
- 299 Millions in city, 172 Millions in county
- Man > woman, More and more young consumers

Distribution of Tea Consumption Quantity

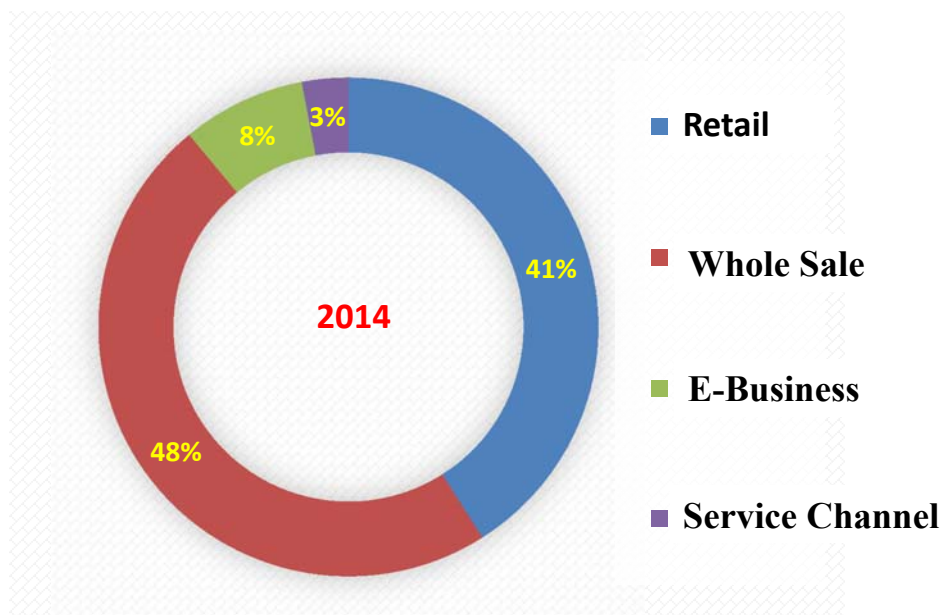
■ <0.5kg ■ <0.5-1.0 ■ 1-2.5 ■ >2.5kg



- Mean Qty: 1.17kg/Y
- 3.2g/day ▪ person

Annual Tea Consumption per people in China, 2014

Ratio of Tea Market Channel in China



Sales Value of Tea Products on Nov. 11th by E- Business



Tea industry is the important pathway to carry out state strategy

Tea is the most typical symbol of Chinese Culture



G20: President Xi drink Chinese Tea with President Obama

Economic Belt on Silk Road + Silk Road of 21th Century on Sea



One Belt & One Road, Tea Road & Silk Road



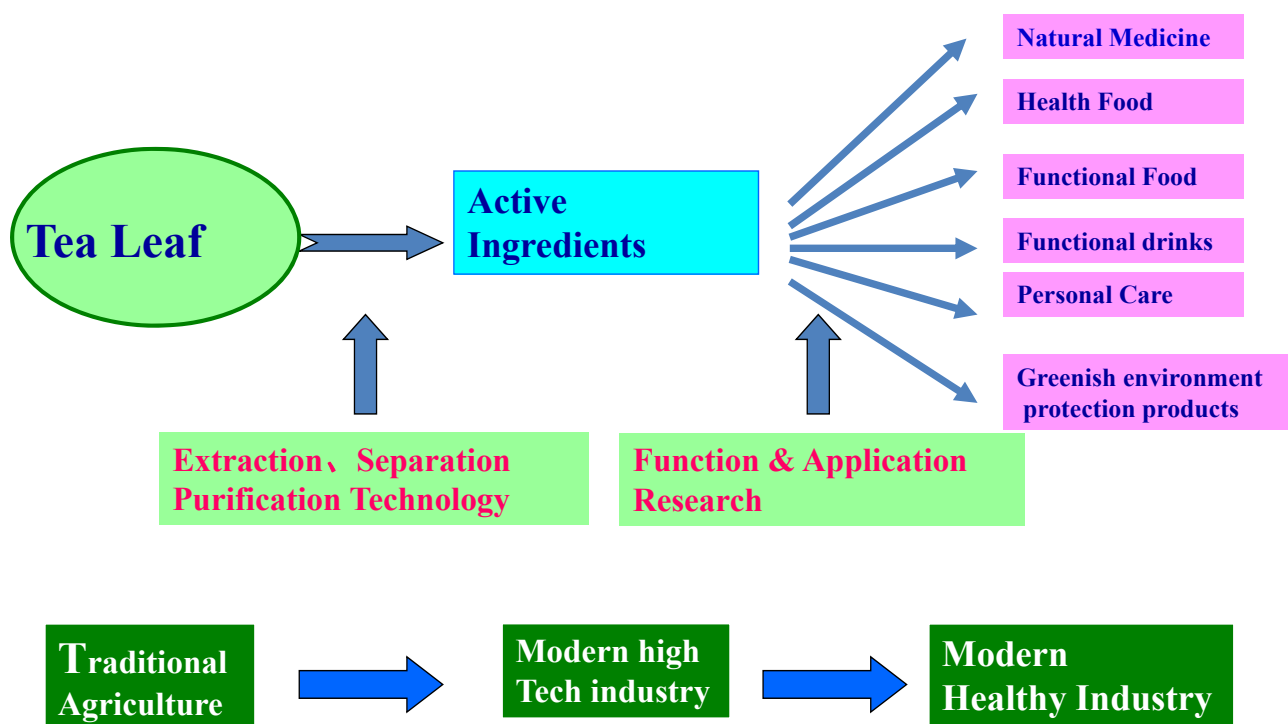
Developing tea Industry is the important way for targeted poverty alleviation



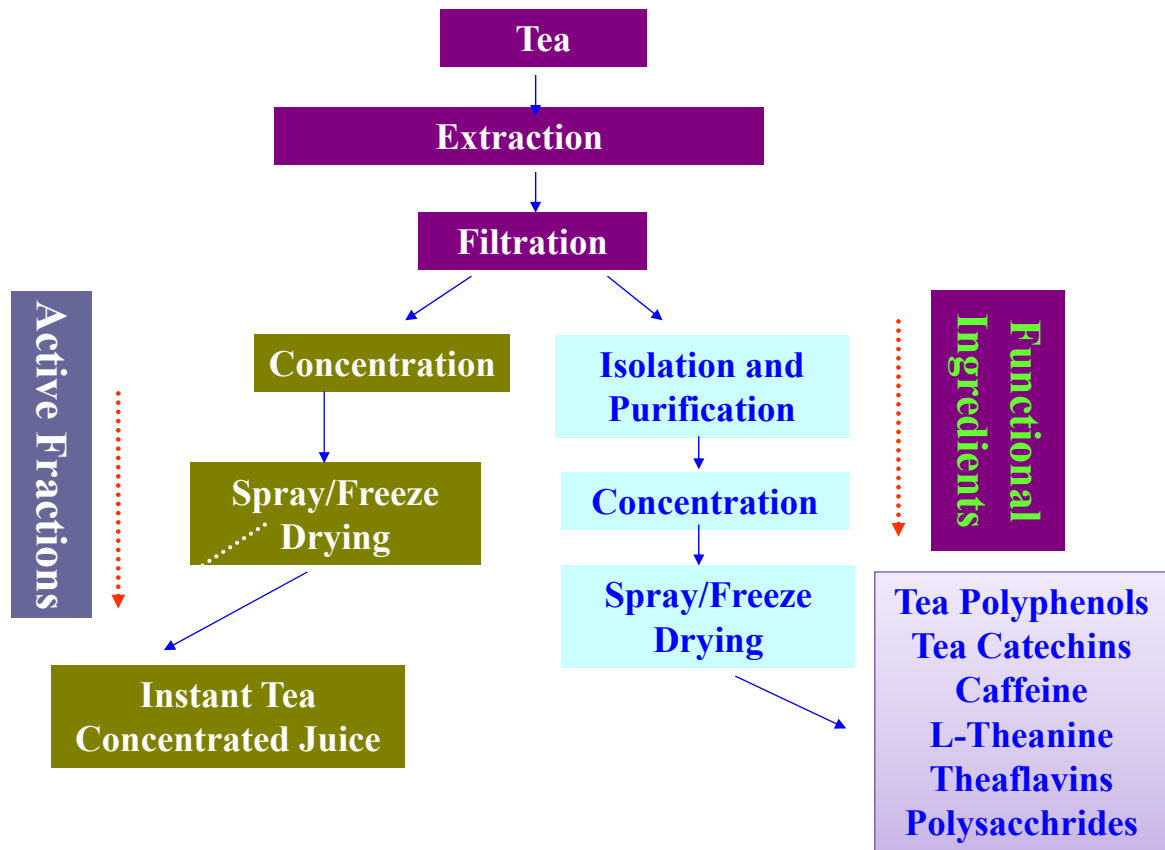
President Xi Jinping pay attention to tea industry in China

Tea Comprehensive Processing and Utilization of Functional Ingredients

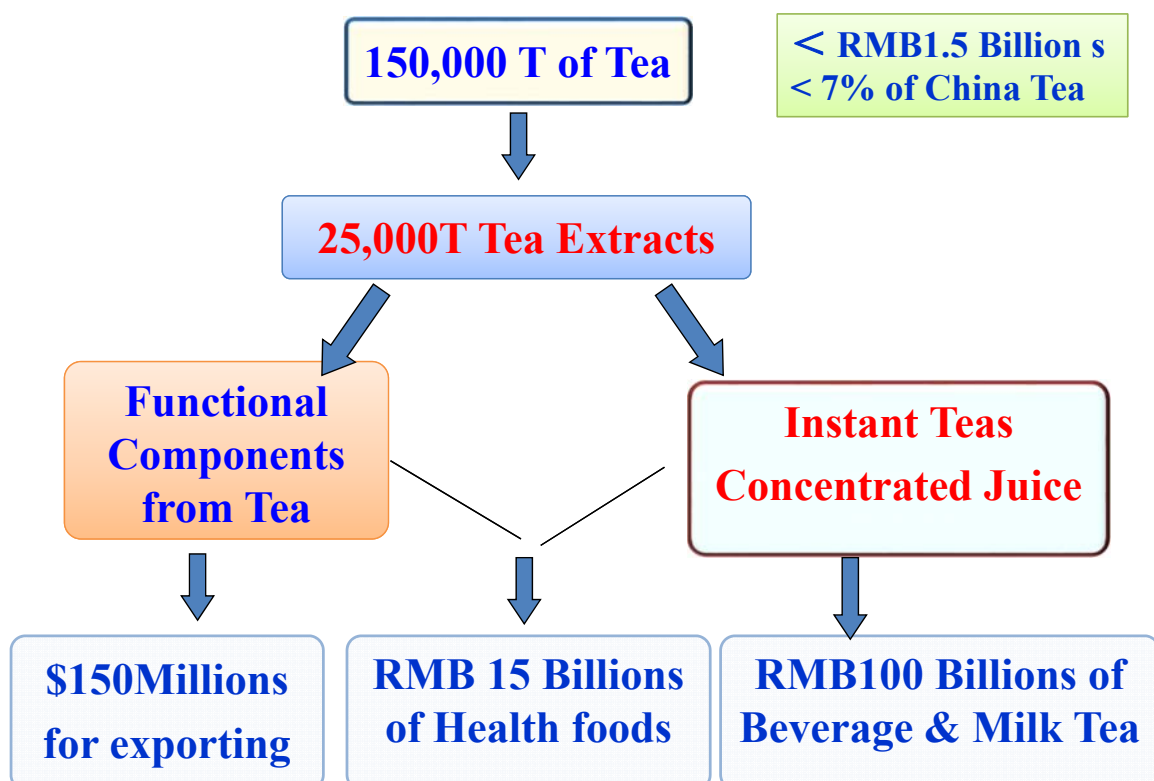
Outline of Tea Comprehensive Processing



Basic Sketch of Tea Comprehensive Processing



Scale of Tea Comprehensive Processing in China



Distribution of Tea Extracts Producers in China



More than 50 of Manufacturers with large scale



Hunan Kinglong Bio-Resources

Waggot Bio-Tech



Functional Ingredients isolated from Tea



Tea Polyphenols



Theaflavins



Tea Catechins



Tea Saponins



L-Theanine



Tea Polysacchrides



Caffeine



EGCg



Anthocyanadins

Instant Teas



Instant Tea---Healthy, Convenient, Fashionable



Instant Pu Erh Tea



Instant Liu Pao Tea

Tea Beverage / RTD in China

> RMB 90 Billions market



Milk Tea Packed with a Cup



> 20 Billions (RMB)



Health Foods of Tea

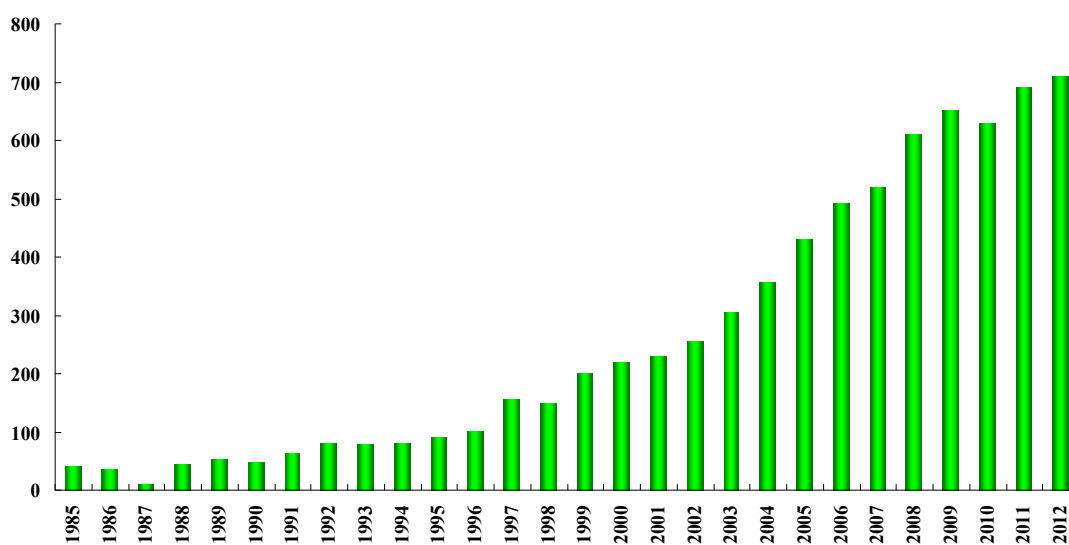


Personal Care Products of Tea



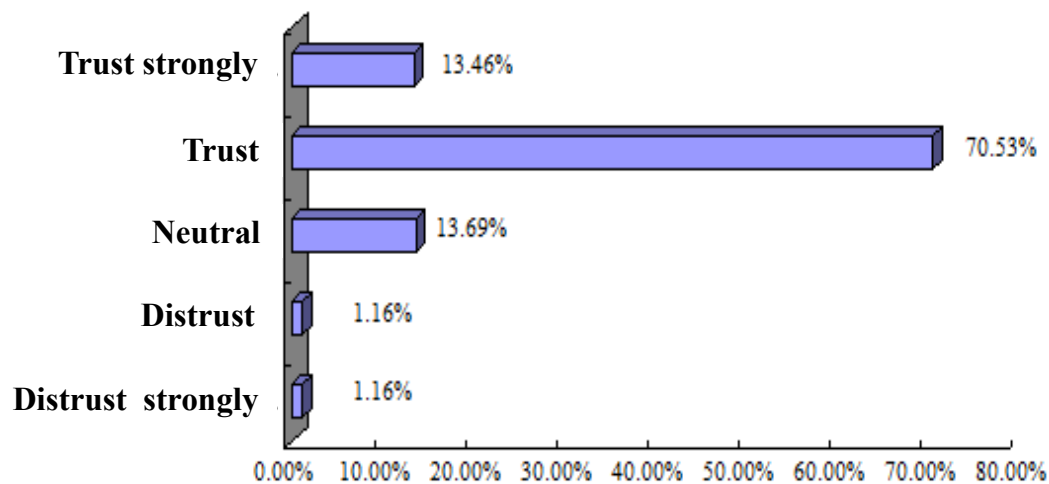
Driving Tea Consumption by Healthy Benefit of Tea

World Published Papers on Tea and Health (1985~2012)



From Web of Knowledge 2000-2012

More and more Chinese consumers believe healthy benefit of tea



Healthy Benefit and Functional Ingredients in Tea

- Antioxidant
- Anti-Aging
- Reducing Blood Lipid
- Reducing Blood Sugar
- Prevent Cancer
- Anti-Inflammatory
- Adjust Immunity
- Anti-Radiation
- Anti-Virus
- Enhance Memory
- Anti- Depression
-



- Tea Polyphenols
- Tea Catechins
- L-Theanine
- Theaflavins
- EGCG
- GABA
- Polysacchrides
- Flavoneglycosides
-

Published Books on Health Functions of Tea



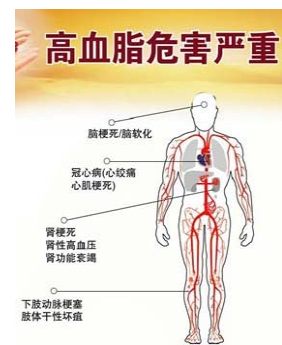
Special Healthcare Functions of Dark Teas have been Driving the market and consumption in China



Anti-aging and beauty function of tea is everlasting power to drive tea consumption



The function of reducing blood lipid, Blood Sugar and weight-loss is the important factor to make people drinking tea



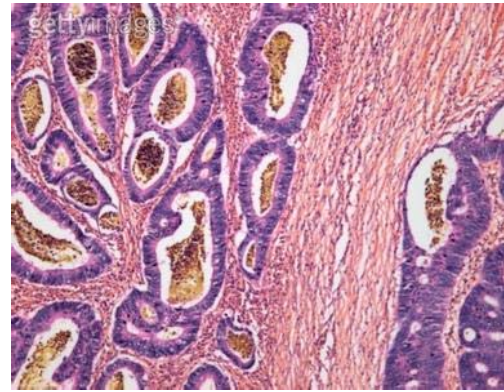
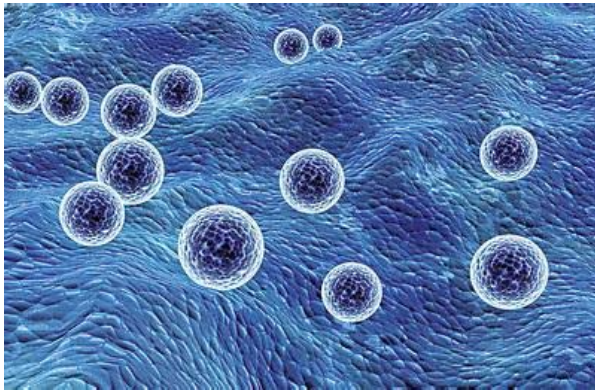
Tea can protect human from alcoholic liver and lung disease by smoking



Anti-radiation will bring great consumption potency in modern society



Prevent-cancer function of tea make peoples far from the first killer in the world



Tea is the best healthy drinks in the world



Thank You !

Tea is the best healthy drinks in the world

**神韵大湘西
生态潇湘茶**

The Verve of Grand Western Hunan The Best Ecology for Xiaoxiang Tea



Thank you for your attention !

古丈毛尖

黄金茶

碣滩茶

石门银峰