

2013 Tea

Industry Analysis Report

2014.08



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Statistical data directions:

Tea Statistics HS Code:

0902 Tea, whether flavored or not

Green tea statistical HS Code:

09021090 Green tea, the package≤3kg

09022090 Green tea, the package > 3kg

Black tea statistical HS Code:

09023090 tea and other semi-fermented tea, the package≤3kg

09024090 tea and other semi-fermented tea, the package > 3kg

Oolong statistical HS Code:

09023010 Oolong tea, the package≤3kg

09024010 Oolong tea, the package > 3kg

Scented tea statistical HS Code:

09021010 tea, the package≤3kg

09022010 tea, the package > 3kg

Pu'er tea Statistical HS Code:

09023020 tea, the package≤3kg

09024020 tea, the package > 3kg

1. 2013 Tea Production of Global Main Tea Producing Countries and Regions

Country	2013 Total Production (t)	Compared to the same period last year
India	1,200,040	6.54%
Kenya	432,453	17.02%
Sri Lanka	340,229	3.60%
Bangladesh	63,160	1.62%
Uganda	58,296	0.62%
Indonesia	56,800	-9.09%
Malawi	46,463	9.35%
Tanzania	32,124	-0.49%
Total	2,229,565	7.11%

Source:China Tea Net

From 2000 to 2010, the global tea production increased year by year, and it has an increase of 38.85% within 10 years, and total global importation grew by 26.48%. Asia is the main tea-producing areas; Asia's share of global total tea production is more than 80%. Among them, China is the world's leading tea cultivation, production and export country, and Indian tea production ranks second in the world.

In 2013, India's tea production was 120 million tons, having an increase of 6.54% compared to the same period last year. Among the main tea-producing countries, Indonesia tea production declined apparently by 9.09% in 2013, with a production of 56,800 tons.

In 2013, Sri Lanka's tea production was 34 million tons, and the production target set by Sri Lanka in 2014 is 34.8 million tons. However, effected by the days of drought, tea production recently has a sharp drop of almost 50%. Sri Lanka Tea Board officials said, if the weather condition improves in the second quarter, the tea production is expected to be flat on last year. The Sri Lankan government says that the authorities are closely monitoring the situation; if the drought is not reduced in the next few weeks, they will provide financial assistance for tea growers.

Source: China Tea Marketing Association

2. 2013 China Tea Export Analysis

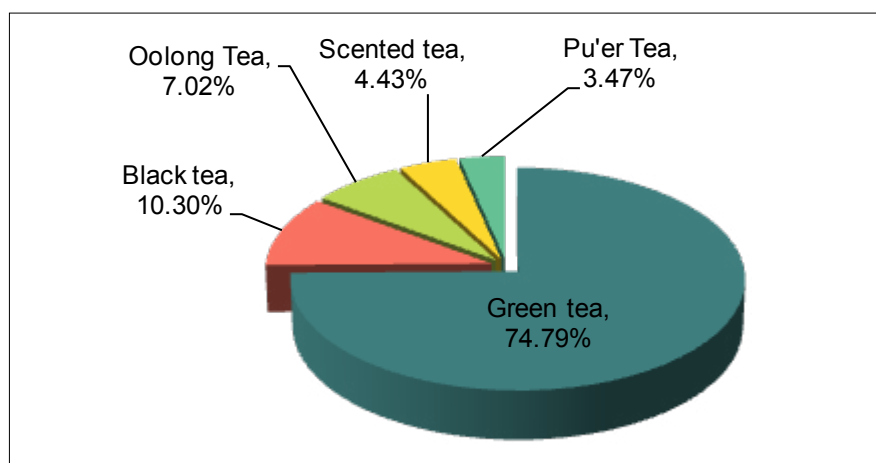
2.1. 2013 China Tea Export Value Analysis

- 2013 China Tea Export Value

Product	Cumulative from Jan. to Dec.		Compared to the same period last year	
	Amount(KG)	Value(\$)	Amount	Amount
0902 Tea,whether flavored or not	325,774,859	1,246,851,966	3.9%	19.6%
09021090 Green tea, the package≤3kg	153,385,290	621,930,149	15.1%	25.3%
09022090 Green tea, the package > 3kg	111,105,577	310,572,679	-3.8%	19.8%
09024090 Black tea and other semi-fermented tea, the package > 3kg	27,549,299	73,995,379	-10.3%	0.8%
09024010 Oolong tea, the package > 3kg	15,312,774	65,878,246	2.8%	22.2%
09023090 Black tea and other semi-fermented tea, the package≤3kg	5,327,261	54,369,843	3.4%	19.7%
09022010 Scented tea, the package > 3kg	4,642,423	36,027,904	1.9%	33.4%
09024020 Pu'er tea, the package > 3kg	3,886,348	32,869,107	6.4%	13.7%
09023010 Oolong tea, the package≤3kg	1,724,241	21,608,212	-30.5%	-16.7%
09021010 Scented tea, the package≤3kg	2,213,884	19,151,579	-20%	-22%
09023020 Pu'er tea, the package≤3kg	627,762	10,448,868	-1%	43%

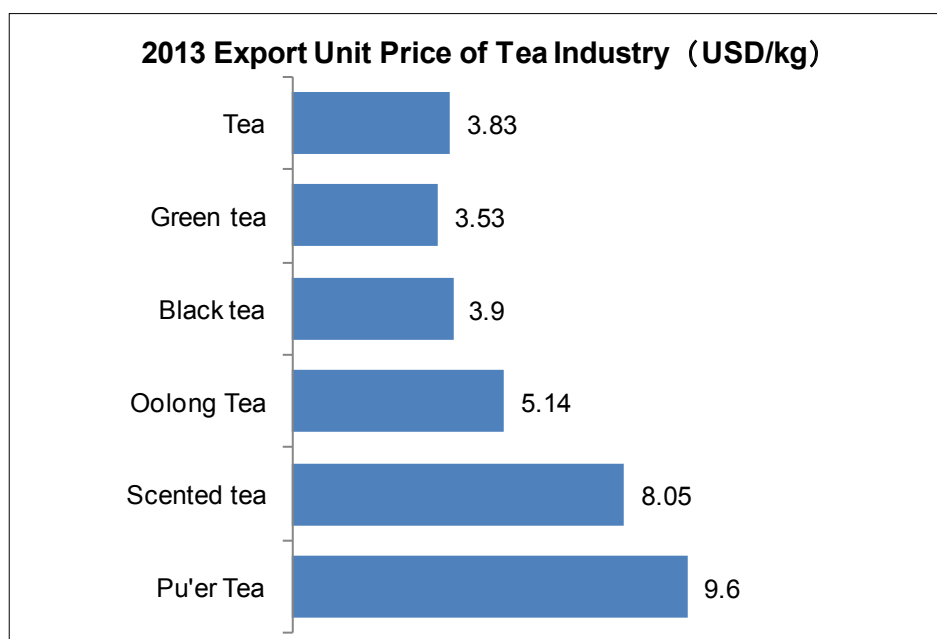
In 2013, China exported 325,800 tons of tea in total, and the total exports amounted to \$1.247 billion, respectively growing by 3.9% and 19.6%.

- 2013 Tea Industry Export Structure (by export value)



In 2013, China export volume of Green tea is 264,500 tons, and export value amounted to \$ 933 million, accounting for 74.79% of total tea exports. Export volume and value of Black tea were respectively 32,900 tons and \$ 128 million, accounting for 10.3% of total tea exports. Export volume and value of Oolong tea were respectively 1.7 million tons and \$ 087 million, accounting for 7.02% of total tea exports. Export volume and value of Scented tea were respectively 6,900 tons and \$ 55 million, accounting for 4.43% of total tea exports. Export volume and value of Pu'er tea were respectively 4,500 tons and \$ 43 million, accounting for 3.47% of total tea exports.

- 2013 Export Unit Price of Tea Industry

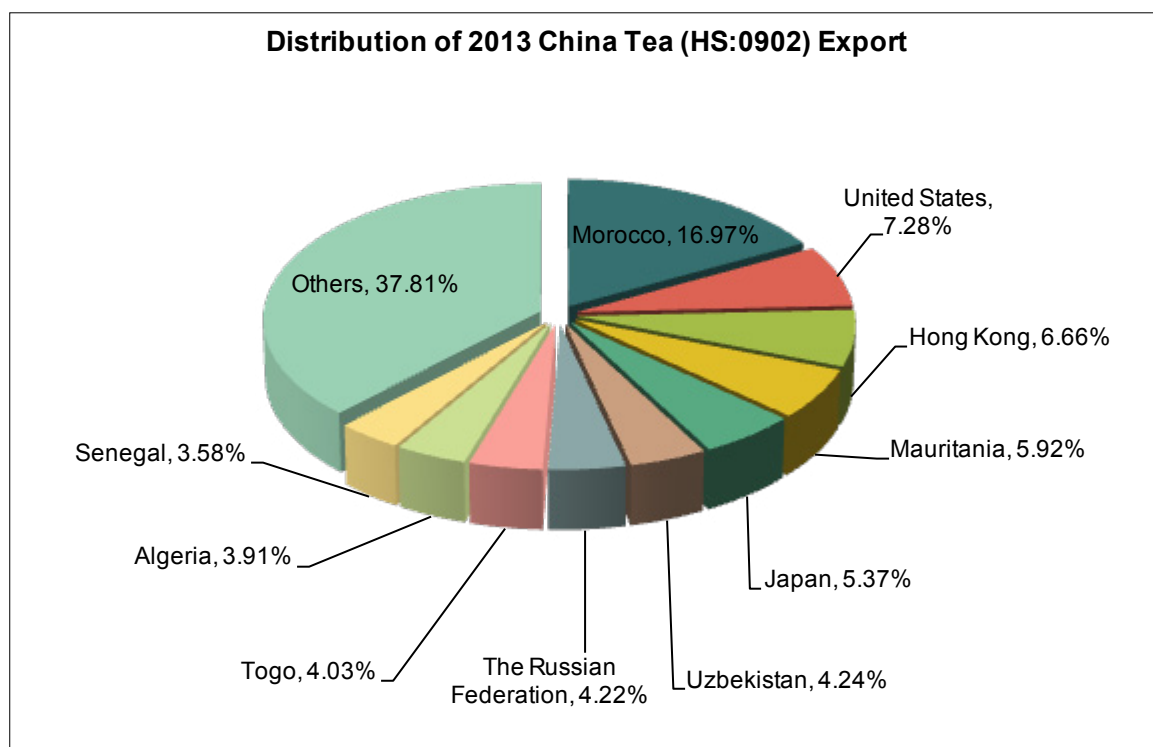


In 2013, the average export price of tea is \$ 3.83/ kg; Pu'er tea has the highest average export price, which was \$ 9.6 / kg; Green tea has the lowest average export price, which was only \$ 3.53 / kg. The average export prices of Black tea, Oolong tea, and Scented tea were respectively \$ 3.9/ kg, \$ 5.14/ kg and \$ 8.05/ kg.

2.2. 2013 China Tea Export Market Analysis

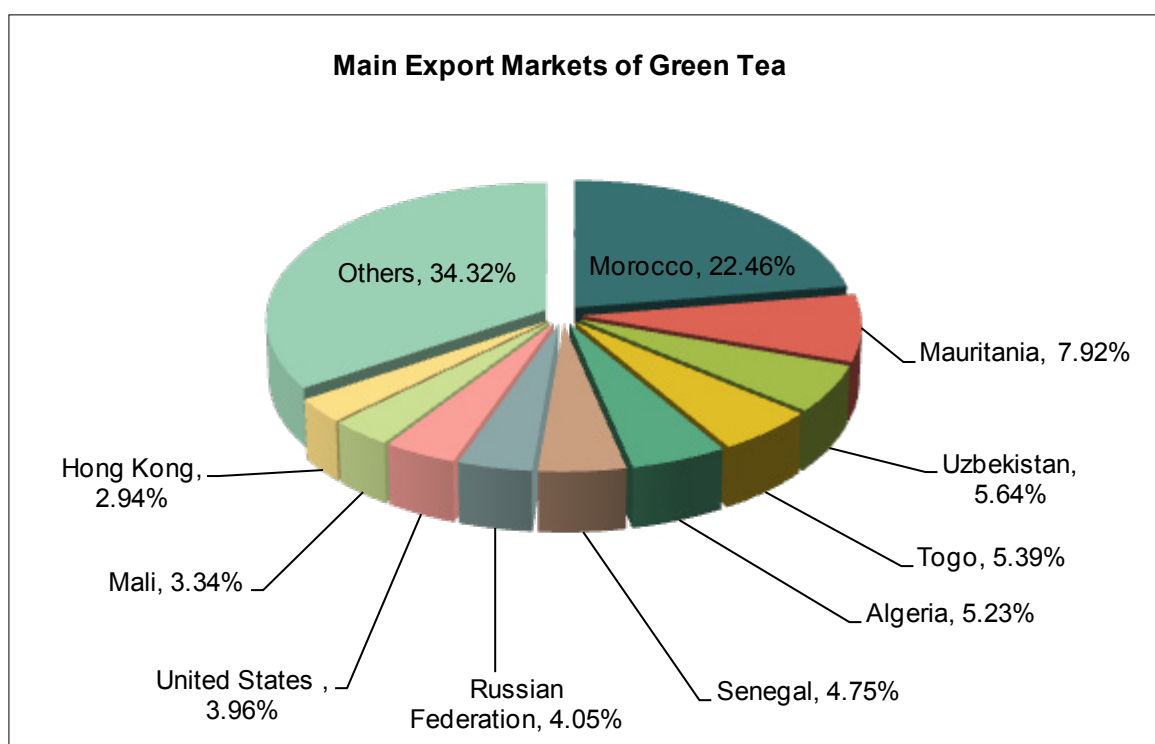
• Distribution of 2013 China Tea Exporting Countries and Regions

No.	Country/ Region	Amount(KG)	Value(\$)	Compared to the same period last year	
				Amount	Value
1	Morocco	61,190,976	211,569,381	9.7%	15.9%
2	United States	22,077,681	90,719,761	-9.2%	5.6%
3	Hong Kong	9,759,368	83,086,849	-4.5%	42.2%
4	Mauritania	18,189,520	73,845,049	45.4%	50.9%
5	Japan	17,551,544	66,978,684	1.3%	16.1%
6	Uzbekistan	23,415,133	52,838,185	-9.4%	3.3%
7	The Russian Federation	13,525,902	52,637,217	-11.6%	2.4%
8	Togo	12,188,819	50,286,597	0.1%	13.3%
9	Algeria	13,356,217	48,768,650	-7.2%	4.2%
10	Senegal	10,218,980	44,664,864	31.6%	43.8
11	Germany	10,114,505	42,050,676	9%	27.2%
12	Mali	7,571,500	31,167,045	17.1%	28.3%
13	Gambia	7,149,615	27,194,076	54.4%	52.8%
14	Vietnam	768,308	22,532,938	712.7%	464.3%
15	Ghana	5,774,980	21,830,119	0.7%	24.3%
16	France	3,892,815	20,356,990	3.5%	6.8%
17	Malaysia	2,140,597	19,154,189	21.6%	77.6%
18	Australia	1,404,916	16,444,246	-15.5%	6.4%
19	Taiwan	1,015,603	16,322,047	60.9%	88.5%
20	Niger	3,812,270	15,126,317	0.2%	14.3%



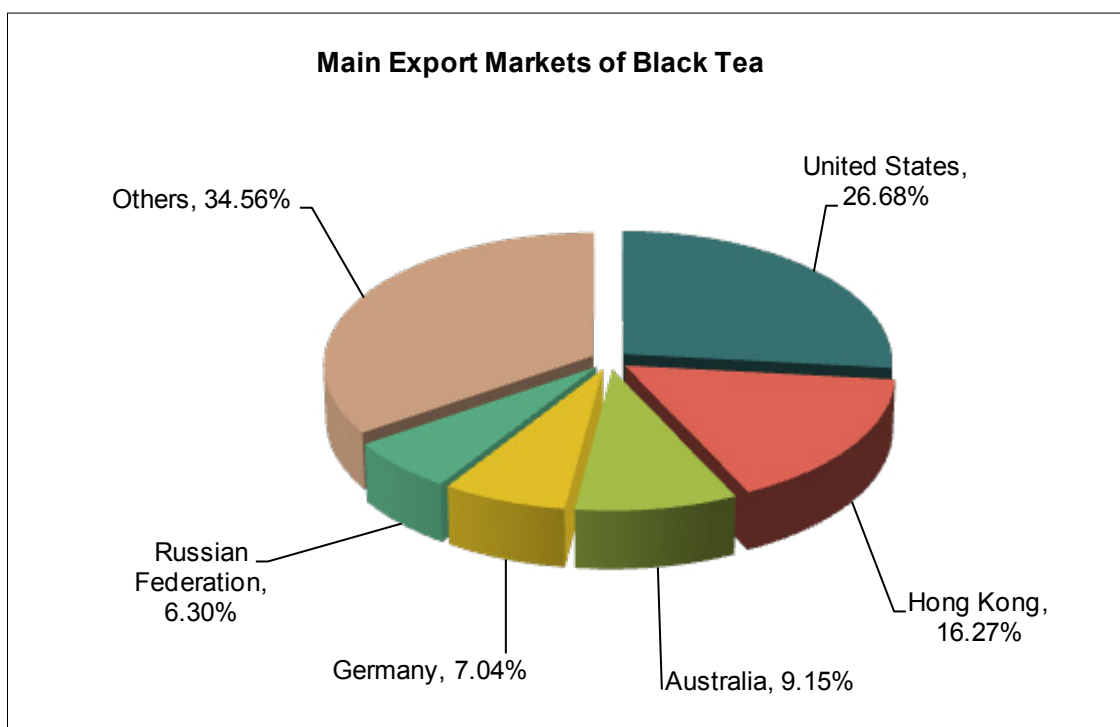
In 2013, China exported tea mostly to Morocco, the United States, Hong Kong, Mauritania, Japan, Uzbekistan, Russian Federation, Togo, Senegal, Algeria and other countries/ regions, which accounts for 62.19% of China total tea exports. Morocco is our most important tea export market; in 2013 China's tea exports to Morocco accounts for 16.97% of the total. Among the top 20 export markets for China tea, in 2013 the tea export value from China to Vietnam grew by 464.3%, growing fastest.

- **Distribution of 2013 Green Tea Major Exporting Countries and Regions (by export value)**



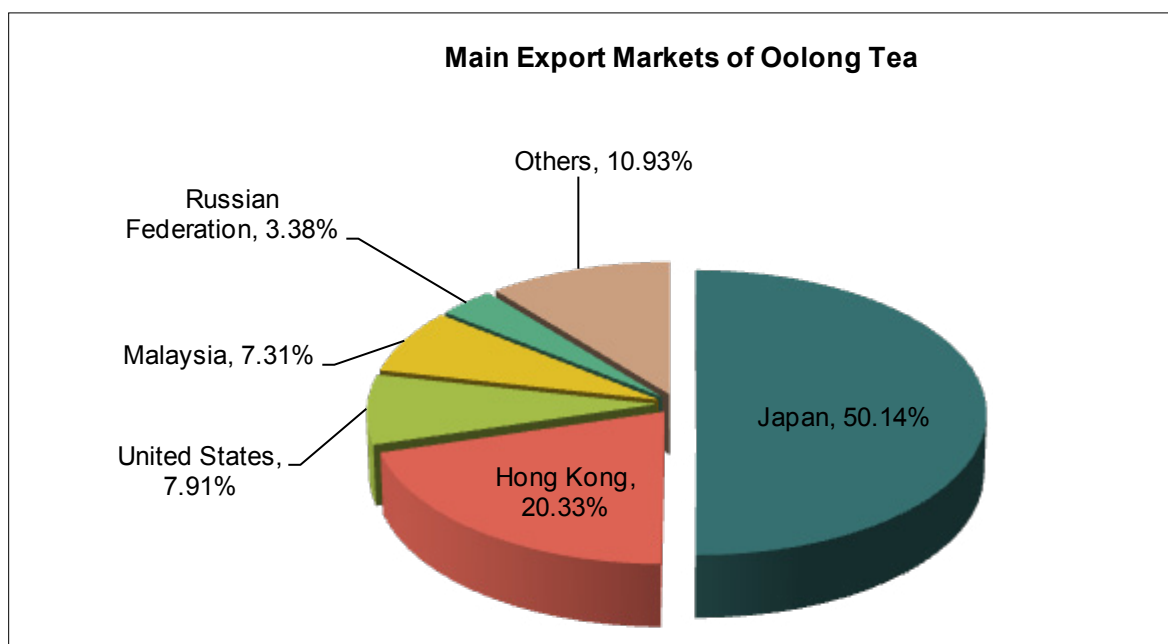
In 2013, Chinese Green tea is mainly exported to Morocco, Mauritania, Uzbekistan, Togo, Algeria, Senegal, the Russian Federation, the United States, Mali and Hong Kong and other countries/ regions, which accounts for 65.68% of China total Green tea exports. Morocco is our most important export market of Green tea; 22.46% of China's Green tea is exported to Morocco in 2013.

- Distribution of 2013 Black Tea Major Exporting Countries and Regions (by export value)



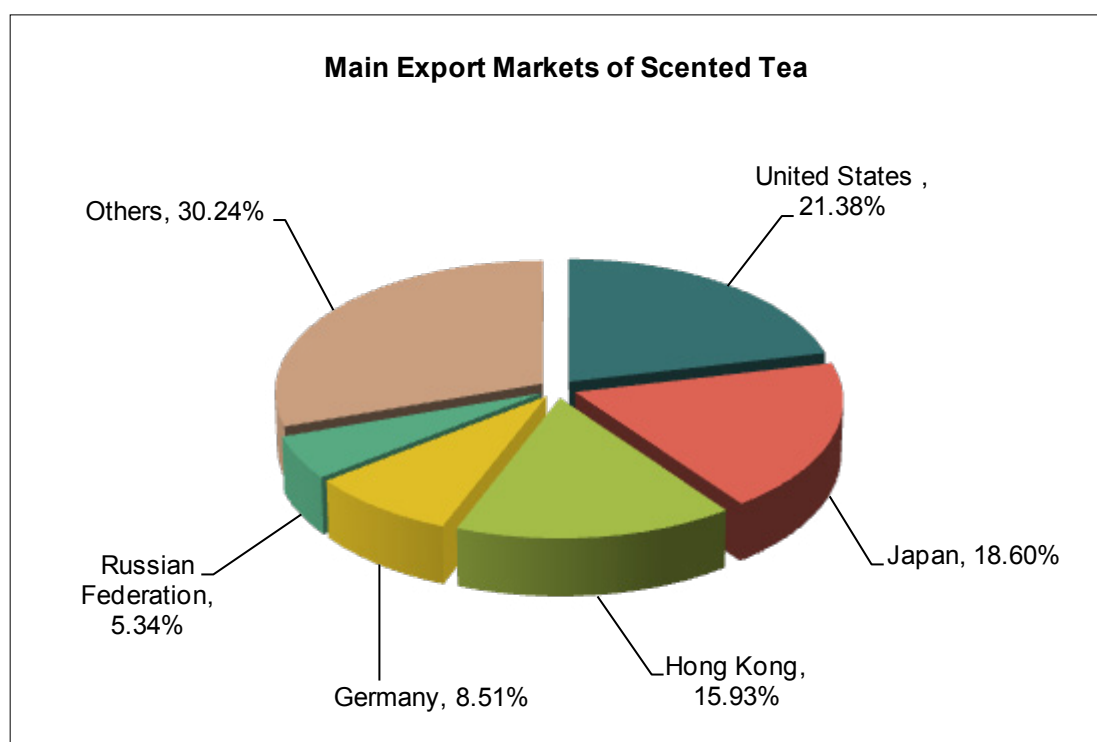
2013, Chinese Black tea is mainly exported to the United States, Hong Kong, Australia, Germany, the Russian Federation, Myanmar, Thailand, Japan and Canada and other countries/ regions. Among them, the United States and Hong Kong are the major export markets of China Black tea. In 2013 China Black tea exporting to the U.S. and Hong Kong respectively accounted for 26.68% and 16.27% of our total Black tea exports.

- Distribution of 2013 Oolong Tea Major Exporting Countries and Regions (by export value)



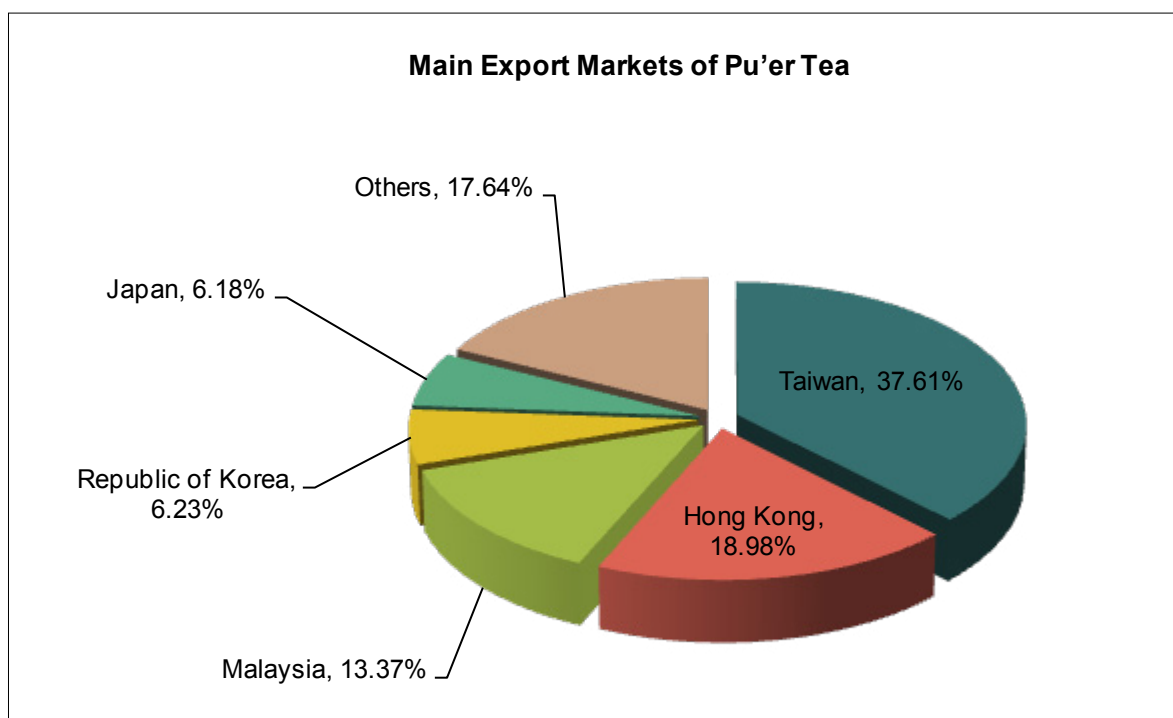
2013, Chinese Oolong tea is mainly exported to Japan, Hong Kong, United States, Malaysia and the Russian Federation and other countries / regions, which accounts for 89.07% of China total Oolong tea exports. Among them, Japan is our most important export market of Oolong tea; in 2013 more than half of China's Oolong tea was exported to Japan. Hong Kong is China's second largest export market of Oolong tea; in 2013 China's Oolong tea export value to Hong Kong accounted for about 1/5 of the total. China's export markets of Oolong tea are much concentrated.

- Distribution of 2013 Scented Tea Major Exporting Countries and Regions (by export value)



2013, China Scented tea is mainly exported to the United States, Japan, Hong Kong, Germany and the Russian Federation and other countries /regions, which accounts for 69.76% of the total China Scented tea exports. Among them, the United States, Japan and Hong Kong are the major export markets of China Scented tea; 2013 Chinese exports to these three countries/ regions accounted respectively for 21.38%, 18.6% and 15.93% of China total Scented tea exports, total of which accounted for 55.91% of the total.

- Distribution of 2013 Pu'er Tea Major Exporting Countries and Regions (by export value)



2013, China Pu'er tea is mainly exported to Asia. Taiwan, Hong Kong, Malaysia, South Korea and Japan are our five major tea export market in 2013, totally accounting for 82.36% of China total Pu'er tea exports. 2013 China Pu'er tea exporting to Taiwan, Hong Kong and Malaysia accounted respectively for 37.61%, 18.98% and 13.37% of the total.

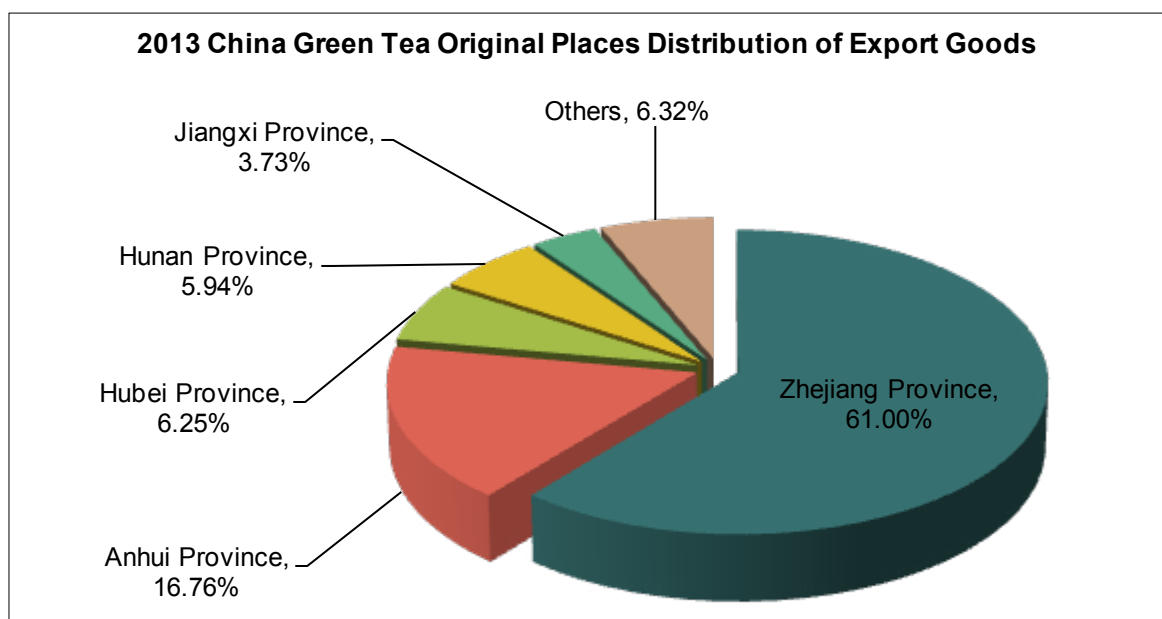
2.3. 2013 China Tea Original Places of Exported Goods

- 2013 China Tea Original Places Distribution of Export Goods

Region	Amount(KG)	Value(\$)	Compared to the same period last year	
			Amount	Value
Zhejiang Province	189,523,888	596,490,957	3.4%	16.2%
Anhui Province	44,851,903	164,041,730	16.9%	29%
Fujian Province	16,648,356	114,117,856	0%	20.3%
Hunan Province	24,877,386	76,566,681	-10%	-5.7%
Hubei Province	6,918,788	69,885,280	80.7%	199.6%
Guangdong Province	8,505,204	64,743,181	-2%	22.6%
Shanghai	5,244,582	54,487,191	-33.6%	-5.1%
Jiangxi Province	10,585,363	42,685,613	16.7%	25.6%
Yunnan Province	7,205,699	31,248,353	0.9%	15.5%
Henan Province	3,065,874	10,292,195	26.6%	24.4%
Guangxi Zhuang Autonomous Region	1,589,477	7,442,990	-4%	9%
Chongqing	5,385,350	4,988,541	17.1%	15.9%
Sichuan Province	359,396	4,552,814	44.5%	40.1%
Guizhou Province	43,048	2,112,373	18.6%	43.8%
Jiangsu Province	620,215	1,550,267	-35.9%	-56%
Heilongjiang Province	123,390	877,537	8.2%	10.8%
Shandong Province	188,514	552,337	-74.3%	-73.3%
Tianjin	778	90,706	-98.3%	-53.1%
Beijing	6,051	75,565	-24%	33.6%
Xinjiang Uygur Autonomous Region	30,107	37,457	29708.9%	1417.7%
Hebei Province	1,295	11,102	3824.2%	735.4%
Shanxi Province	95	940	-87.9%	-83.3%
Hainan Province	100	300	-99.6%	-99.2%
Zhejiang Province	189,523,888	596,490,957	3.4%	16.2%

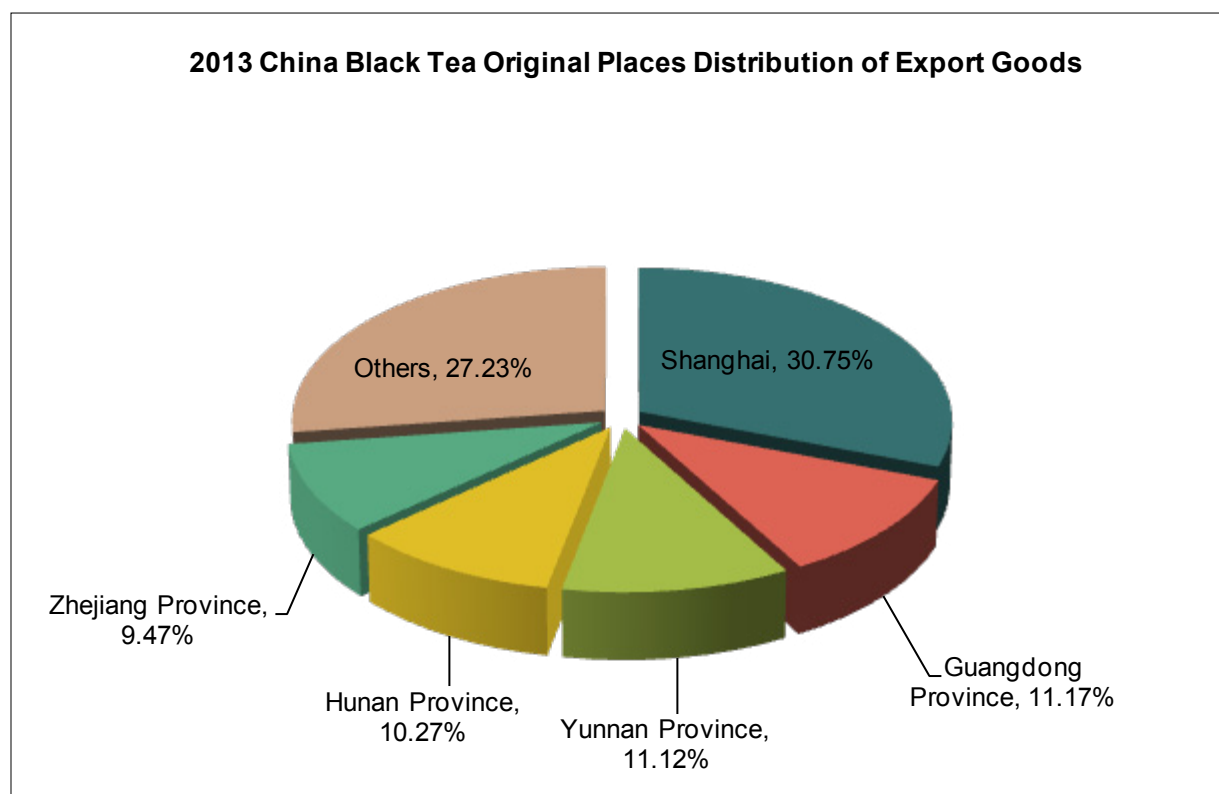
In 2013, China tea exported mainly from Zhejiang, Anhui and Fujian provinces; tea export value of these three provinces accounted respectively for 47.84%, 13.16% and 9.15% of China's total tea exports, totally accounting for 70% of China total tea exports. In 2013, export value from Hubei, Xinjiang and Hebei respectively grew by 199.6%, 1417.7% and 735.4% compared to the same period last year, growing faster; export value from Jiangsu, Shandong, Tianjin, Shanxi and Hainan, respectively dropped by 56%, 73.3%, 53.1 %, 83.3% and 99.2%, a larger decline.

- 2013 China Green Tea Original Places Distribution of Export Goods (by export value)



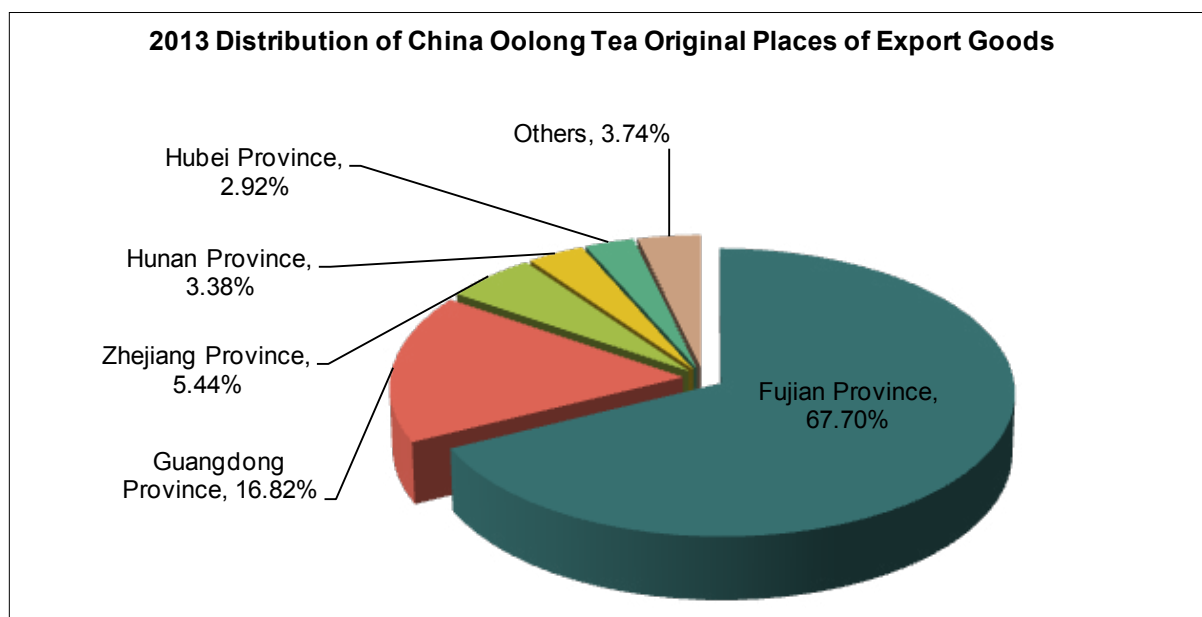
Zhejiang province and Anhui province are major original places of China Green tea exporting, whose export value in 2013 accounted respectively for 61% and 16.76% of our total Green tea exports. More than 60% of China Green tea is exported from Zhejiang province.

- 2013 China Black Tea Original Places Distribution of Export Goods (by export value)



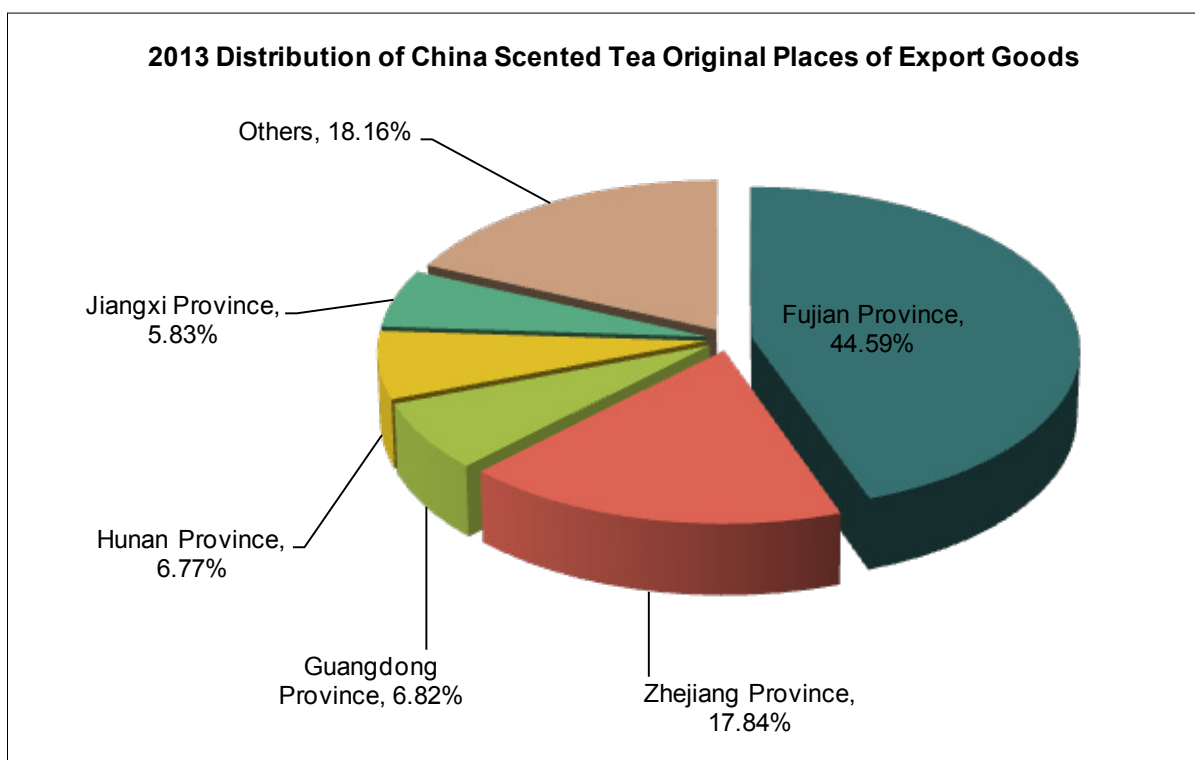
In 2013, China five major original places of Black tea exporting are Shanghai, Guangdong, Yunnan, Hunan and Zhejiang provinces; in 2013 the tea export value of these five provinces accounted for 72.77% of China total Black tea exports. Shanghai is main original places of China Black tea exporting. More than 30% of China Black tea is exported from Shanghai.

- 2013 Distribution of China Oolong Tea Original Places of Export Goods (by export value)



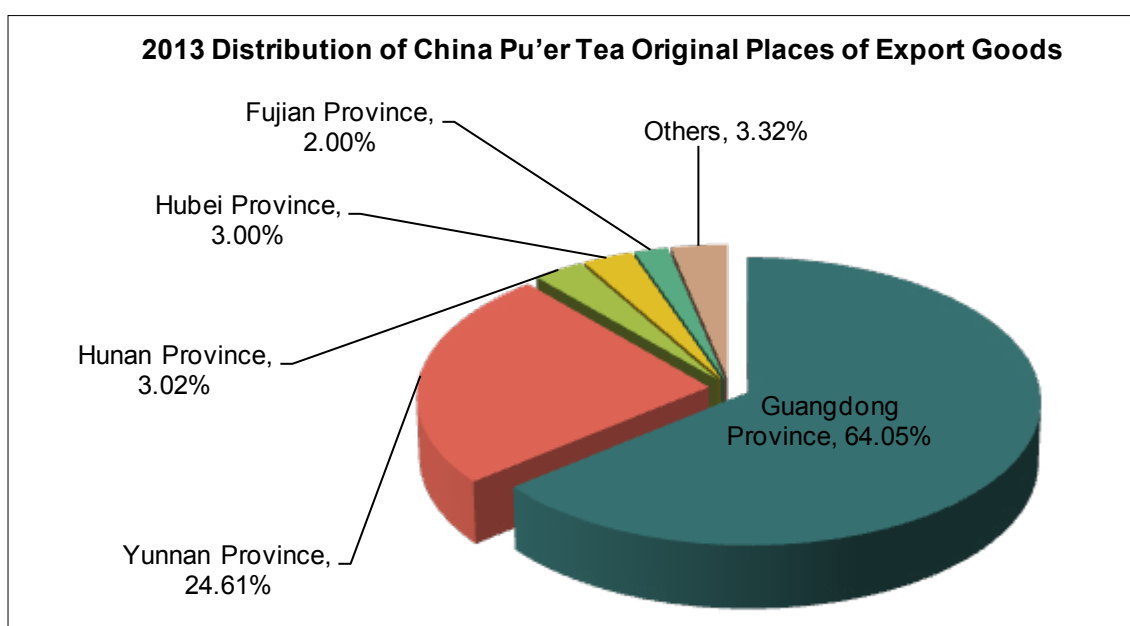
In 2013, China five major original places of Oolong tea exporting are Fujian, Guangdong, Zhejiang, Hunan and Hubei; in 2013, the tea export value of these five provinces accounted for 96.26% of China total Oolong tea exports. Fujian province is main original places of China Oolong tea exporting and 67.6% of 2013 China Oolong tea is exported from Fujian Province. China Oolong tea original places of export goods are much concentrated.

- 2013 Distribution of China Scented Tea Original Places of Export Goods (by export value)



In 2013, China five major original places of Scented tea exporting are Fujian, Zhejiang, Guangdong, Hunan and Jiangxi provinces, and the tea export value of these five provinces accounted for 81.84% of China total Scented tea exports. Fujian Province is main original places of China Scented tea exporting and 44.59% of 2013 China Scented tea is exported from Fujian Province.

- 2013 Distribution of China Pu'er Tea Original Places of Export Goods (by export value)



In 2013, China five major original places of Pu'er tea exporting are Guangdong, Yunnan, Hubei, Hunan and Fujian provinces, and the tea export value of these five provinces accounted for 96.68% of China total Pu'er tea exports. Among them, Pu'er tea export value of Guangdong Province and Yunnan respectively accounted for 64.05% and 24.61% of China total Pu'er tea exports, which are China Pu'er tea's most important export regions.

Source: Customs Information Network

3. Global Tea Export & Import Situation

3.1. 2012 Global Tea Major Import Market Distribution

Country/ Region	2012 Imports(thousand dollars)	Compared to the same period last year	Percentage
Total	6,343,169	-1.14%	100%
The Russian Federation	650,201	4.00%	10.25%
United Kingdom	437,396	-5.34%	6.90%
United States	437,020	-0.72%	6.89%
Pakistan	361,331	3.03%	5.70%
Egypt	330,528	5.89%	5.21%
Iran	261,809	29.39%	4.13%
Germany	212,074	-3.40%	3.34%
Japan	195,645	-5.63%	3.08%
Canada	181,861	5.98%	2.87%
Kenya	175,878	1379.33%	2.77%

In 2012, total global tea imports, which amounted to \$ 6.353 billion, dropped by 1.14% compared to 2011's. Russian Federation, the United Kingdom and the United States as the world top three tea importing countries, their imports in 2012 respectively amounted to \$ 650 million, \$ 437 million and \$ 437 million, accounting for 10.25%, 6.90% and 6.89% of total global tea imports. Among the top ten tea importing markets, Kenyan's tea imports grew most quickly, whose tea imports in 2012 amounted to \$ 176 million with an increase of 1379.33%.

Among major tea importing countries, the United States is an important export market for China tea, the Russian Federation in 2013 was China's seventh largest export market, and the United Kingdom is not in China's top 20 export markets.

3.2. Global Tea Major Export Market Distribution, from Jan. to Sep. 2013

Country/ Region	Exports from Jan. to Sep. 2013(thousand dollars)	Compared to the same period last year
China	890,371	16.68%
India	485,283	2.50%
Germany	175,751	9.59%
United Kingdom	136,378	0.99%
Poland	142,034	13.87%

From January to September in 2013, the global major tea exporting countries are China, India, Germany, United Kingdom and Poland. Among them, Germany and the United Kingdom are both major importers and exporters of tea. Although the United Kingdom and Germany are not tea producing countries, but the two both are tea processing trade power. About 20% of British tea imports one year are used for processing and then re-exporting, its annual tea exports account for more than 60% of its annual tea imports. Germany is the EU's most important trading nation of tea. Each year about 50% of Germany tea imports are used for re-processing and then re-exporting exports to 96 countries and regions all over the world.

German Tea export markets mainly are Europe and America, and Hamburg is the most important transfer city for the tea trade between Germany' and the EU since more than 70% of tea trading volume in Germany is in Hamburg port.

Source: UN Comtrade

4. Global Tea Industry Major Import Market Analysis

4.1. 2013 Russian Federation Tea Import Situation

- Major Original Places of Import Goods of 2013 Russian Federation Tea Imports

Country/ Region	2013 Imports(thousand dollars)	Compared to the same period last year	Percentage
Total	683,967	5.19%	100%
Sri Lanka	250,947	-3.40%	36.69%
India	117,036	-3.56%	17.11%
Kenya	67,327	0.38%	9.84%
UAE	58,800	109.07%	8.60%
China	55,452	3.34%	8.11%
Kazakhstan	31,135	48.23%	4.55%
Indonesia	24,269	7.83%	3.55%
Vietnam	21,467	-7.18%	3.14%
Azerbaijan	15,839	-4.86%	2.32%
Germany	15,337	16.02%	2.24%

In 1997, the Russian Federation became the world's largest importer of tea instead of the United Kingdom. 2013 Russian Federation tea imports amounted to \$ 683 million, with an increase of 5.19% compared with 2012. In 2013, the Russian Federation imported tea mostly from Sri Lanka, India, Kenya, the United Arab Emirates and China; these five countries' tea exports to the Russian Federation accounted for 80% of Russia's total tea imports. Among them, Sri Lanka is the most important sources of the Russian Federation tea imports, which accounted for 36.69% of the Russian Federation tea import market in 2013. China is Russia's fifth largest tea importing country and in 2013 the Russian Federation imported from China 0.55 billion U.S. dollars of tea, accounting for 8.11% of the Russian Federation total tea imports. In 2013, the tea imports amount from the UAE to the Russian Federation grew by 109.07% compared with 2012, growing rapidly.

95% of the tea consumed by Russian is purchased at auction in the tea plantation, mainly in Sri Lanka, India, Kenya, China and other places, and then is imported as an industrial raw material. The Import tea will be processed and packaged by Russian producing enterprises, and retailed. Experts predict that the next few years, Russia's tea imports will continue to grow. By 2017, Russia's tea imports will be more than 205,000 tons, nearly 80% of which will be the raw materials tea, and more than 20% of which will be the finished product for retail.

4.2. 2013 United Kingdom Tea Import Situation

- 2013 British Tea Major Original Places of Import Goods

Country/ Region	2013 Imports(thousand dollars)	Compared to the same period last year	Percentage
Total	424,217	-3.01%	100%
Kenya	144,820	-19.03%	34.14%
India	62,292	-31.50%	14.68%
Indonesia	62,252	36.08%	14.67%
Singapore	26,277	1025.84%	6.19%
Poland	18,419	-3.07%	4.34%
Malawi	16,410	2.56%	3.87%
China	11,429	3.66%	2.69%
Switzerland	11,267	84.13%	2.66%
Sri Lanka	11,088	-12.49%	2.61%
South Africa	8,364	130.48%	1.97%

2013 British tea imports valued \$ 424 million, with a drop of 3.01% compared to the same period 2012. In 2013, British imported tea mainly from Kenya, India, Indonesia, Singapore and Poland; the tea export value from those five countries accounted for 74.03% of the British total tea imports. Among them, Kenya is the most important sources of the British tea imports, which accounted for 34.14% of the British tea import market in 2013, China is the UK's seventh largest tea importing country and in 2013 the UK imported from China \$ 011 million U.S. dollars of tea, accounting for 2.69% of total British tea imports. 2013 British tea imports from South Africa and Singapore increased respectively by 1025.84% and 130.48% compared with 2012, growing rapidly.

According to product categories, Black tea has always dominated the British market. The British imported Black tea accounted for more than 90% of total tea imports, but Green tea imports increased rapidly in recent years, whose import prices is much higher than Black tea. According to packing specifications, most of the UK tea imports are bulk tea weighing more than 3kg, less small packaged tea, which accounts for only about 5%, but the price is much higher than average.

In the UK's tea market, according to imports, China is far below Kenya; according to prices, China is much lower Kenya Sri Lanka. From the perspective of market share, share of Chinese Black tea is shrinking continuously, but the Green tea share is rapidly expanding. Our main competitors of Green tea market are Indonesia, Kenya and so on. Although in recent years, Indonesia and Kenya tea exports come into the decline, but Indonesia has been in a leading position with the advantage of price for several years, accounting for half of the British tea market, Kenya also had a share of 1/4 of the market.

4.3. 2013 USA Tea Import Situation

- 2013 USA Tea Imports Main Original Places of Import Goods

Country/ Region	2013 Imports(thousand dollars)	Compared to the same period last year	Percentage
Total	476,020	8.92%	100%
China	105,390	8.54%	22.14%
Argentina	90,136	9.69%	18.94%
India	61,089	16.65%	12.83%
Japan	34,090	14.22%	7.16%
Sri Lanka	29,877	17.59%	6.28%
Canada	28,465	-7.54%	5.98%
Germany	26,976	-10.22%	5.67%
Vietnam	12,665	18.96%	2.66%
United Kingdom	11,878	11.73%	2.50%
Indonesia	9,980	-2.37%	2.10%

In 2013 the United States imported \$ 476 million of tea, with an increase of 8.92% compared with 2012. In 2013, U.S. imported tea mainly from China, Argentina, India, Japan and Sri Lanka; the tea export value from those five countries accounted for 67.35% of the American total tea imports. Among them, China is the most important sources of the United States tea imports, and in 2013 the United States imported more than 1/5 of the tea from China.

The United States is one of the world's major tea importing and consuming countries. In 1904 the Americans invented the teabag, and teabag currently holds about 2/3 of the U.S. tea market. In addition, the U.S. market obviously prefers instant tea, and 90% of them drink ice tea.

4.4. 2013 Morocco Tea Import Situation

- Morocco Tea Imports Main Original Places of Import Goods from Jan. to Mar. 2013

Country/ Region	Exports from Jan. to Mar. 2013(thousand dollars)	Compared to the same period last year	Percentage
Total	38,645	24.22%	100%
China	37,724	24.14%	97.62%
India	283	282.43%	0.73%
Egypt	233	177.38%	0.60%
Kenya	81	8000.00%	0.21%
Sri Lanka	72	-67.12%	0.19%
Germany	65	170.83%	0.17%
Poland	52	-20.00%	0.13%
French	36	-33.33%	0.09%
Mauritania	35	/	0.09%
Japan	22	-29.03%	0.06%

In 2012, Moroccan tea importing only came in ninth place of all global tea importing countries, but Morocco is China's largest tea export market. From Jan. to Mar. 2013 Morocco imported \$ 39 million of tea, having an increase of 24.22% compared to the same period in 2012. From Jan. to Mar. 2013, China is major sources of Morocco's tea imports, 97.62% of which is imported from China.

4.5. 2012 Hong Kong Tea Import Situation

- 2012 Hong Kong Main Original Places of Import Goods

Country/ Region	2013 Imports(thousand dollars)	Compared to the same period last year	Percentage
Total	64,937	4.68%	100%
China	31,305	3.15%	48.21%
Sri Lanka	16,147	-11.22%	24.87%
Japan	4,582	19.60%	7.06%
Taiwan	3,068	53.63%	4.72%
United States	2,181	303.14%	3.36%
India	1,993	-2.92%	3.07%
Macau, China	1,286	70.56%	1.98%
Poland	760	84.91%	1.17%
United Kingdom	732	-18.58%	1.13%
Vietnam	503	114.04%	0.77%

In 2012, Hong Kong imported \$ 65 million of tea, having an increase of 4.68% compared to the same period in 2011. In 2012, Hong Kong imported tea mainly from China, Sri Lanka, Japan, Taiwan and the United States, and the tea import value from these five countries to Hong Kong accounted for 88.21% of its total tea imports. Among them, China and Sri Lanka are the major sources of Hong Kong's tea imports. In 2012, 48.21% of the Hong Kong tea imports are from China, and nearly 1/4 of imports are from Sri Lanka.

4.6. 2013 Japan Tea Import Situation

- 2013 Japan Main Original Places of Import Goods

Country/ Region	2013 Imports(thousand dollars)	Compared to the same period last year	Percentage
Total	195,353	-0.15%	100%
China	85,904	4.72%	43.97%
Sri Lanka	53,348	-6.87%	27.31%
India	26,974	-6.26%	13.81%
Kenya	7,107	-7.95%	3.64%
Australia	4,892	41.43%	2.50%
Taiwan	4,613	0.33%	2.36%
United States	4,003	12.32%	2.05%
Indonesia	2,195	-17.08%	1.12%
French	1,337	204.56%	0.68%
United Kingdom	1,043	39.25%	0.53%

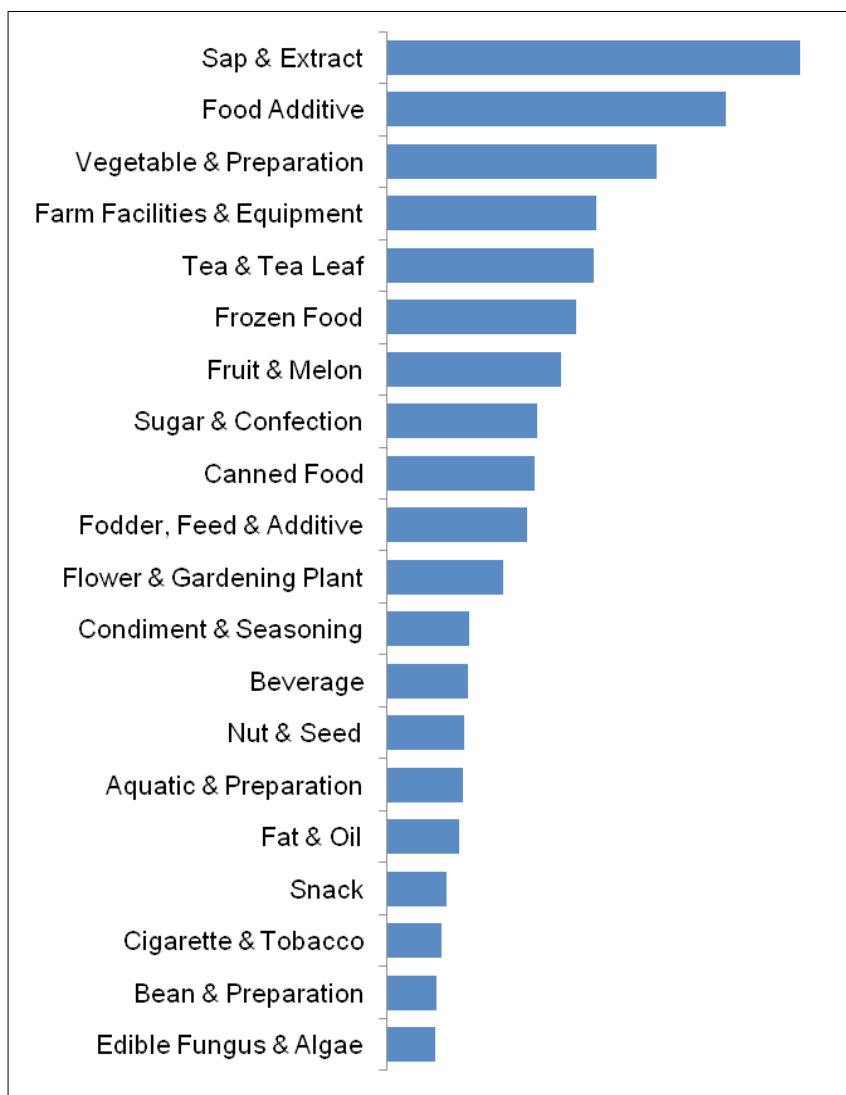
In 2013, Japan imported \$ 195 million of tea, having a decrease of 0.15% compared to the same period in 2012. In 2013, Japan imported tea mainly from China, Sri Lanka, India, Kenya and Australia, and the tea import value from these five countries to Japan accounted for 91.23% of its total tea imports. Among them, China is the most important sources of Japanese tea imports. In 2013, above 40% of the Japanese tea imports are from China, and the second is Sri Lanka, from which over 1/4 of its imports are. In 2013, the Japanese tea imports from French increased by 204.56% compared to the same period last year, growing rapidly.

Source: UN Comtrade

5. Tea Professional Buyers Interest Ranking on Made-in-China.com

5.1. Tea Professional Buyers Interest on Made-in-China.com

- Professional Agricultural Food Buyers Interest Ranking on Made-in-China.com, from Mar. 2013 to Feb. 2014

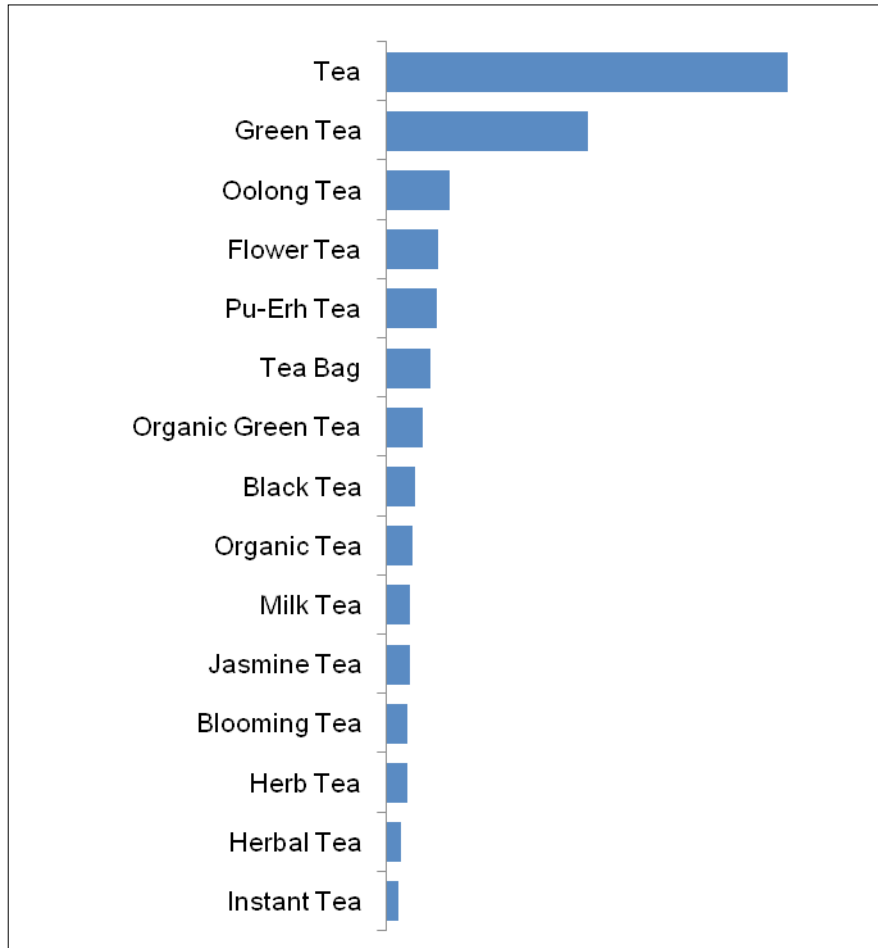


From March 2013 to February 2014, Tea & Tea Leaf catalog buyer attention ranked fifth under the agricultural food catalog.

5.2. Tea Industry Hot Search Keywords on Made-in-China.com

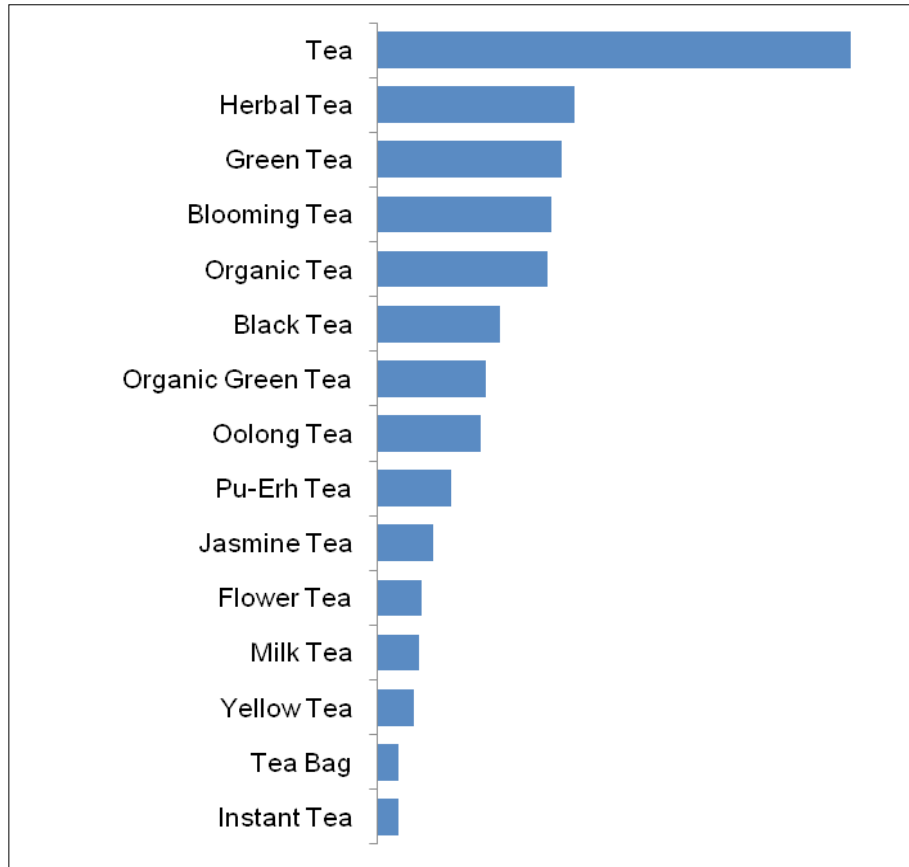
Statistics: December 2013 - February 2014

- From December 2013 to February 2014, Tea Industry Hot Search Keywords on Made-in-China.com



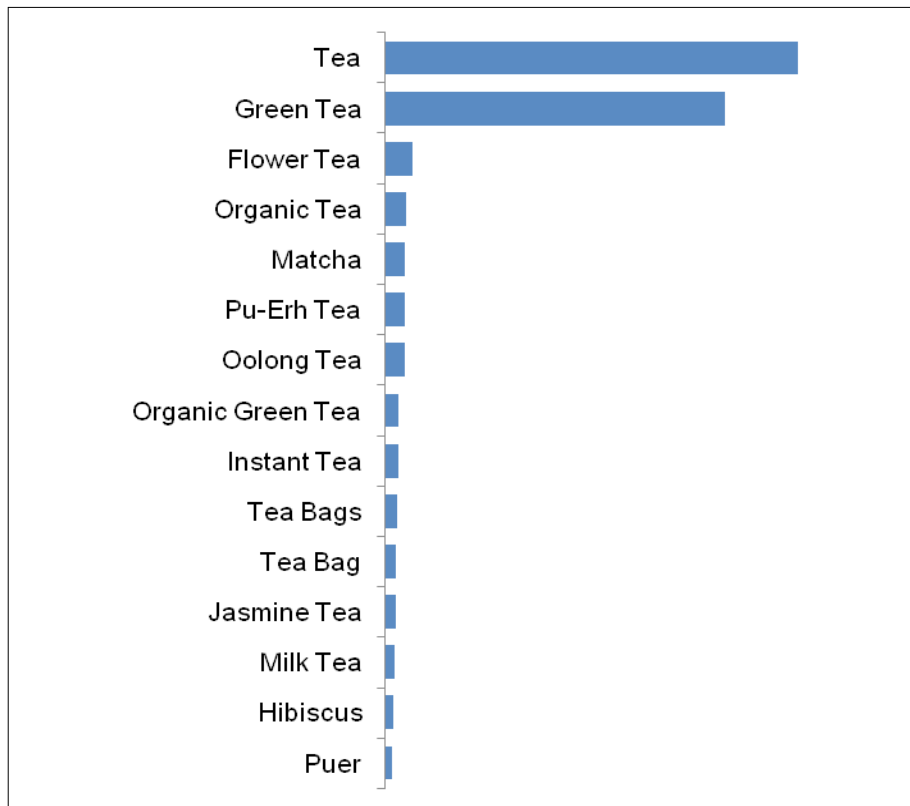
From December 2013 to February 2014, Tea Industry Hot Search Keywords on Made-in-China.com: Tea, followed by Green tea and Oolong Tea.

- From December 2013 to February 2014, Tea Industry Hot Search Keywords of American Buyers on Made-in-China.com



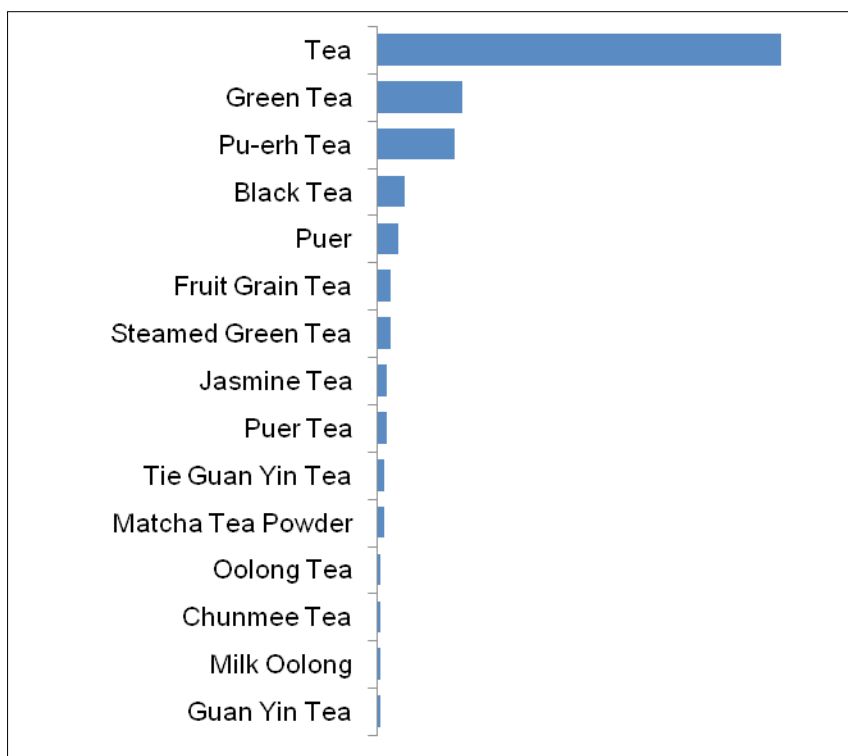
From December 2013 to February 2014, tea industry hot search keywords of American buyers on Made-in-China.com are Tea, Herbal Tea and Green Tea.

- From December 2013 to February 2014, Tea Industry Hot Search Keywords of British Buyers on Made-in-China.com



From December 2013 to February 2014, tea industry hot search keywords of British buyers on Made-in-China.com are Tea, Green Tea and Flower Tea.

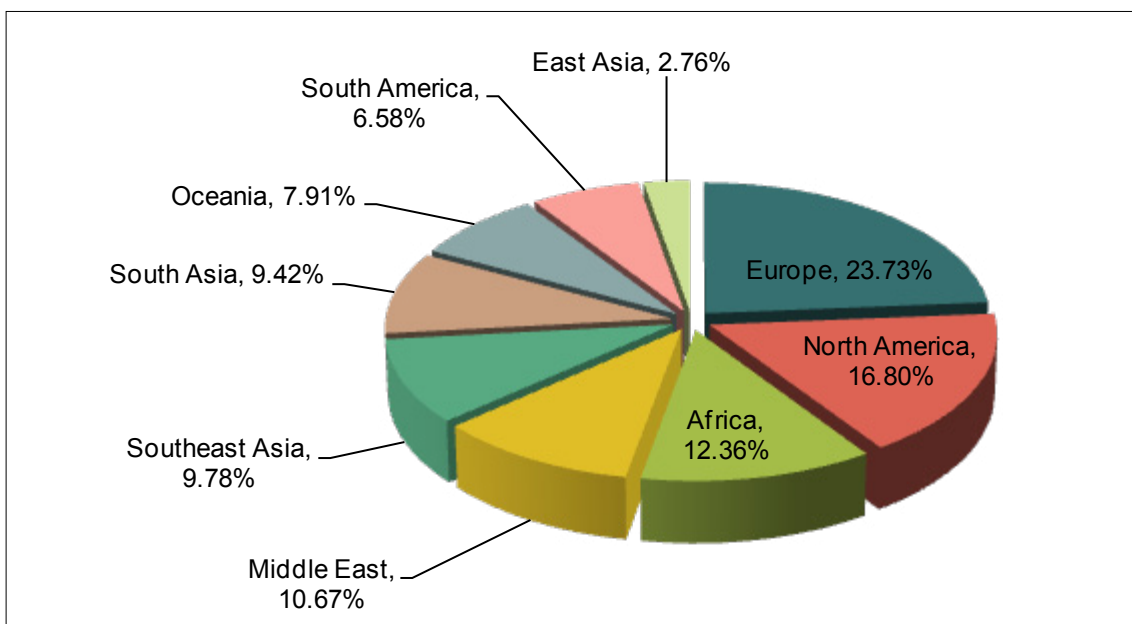
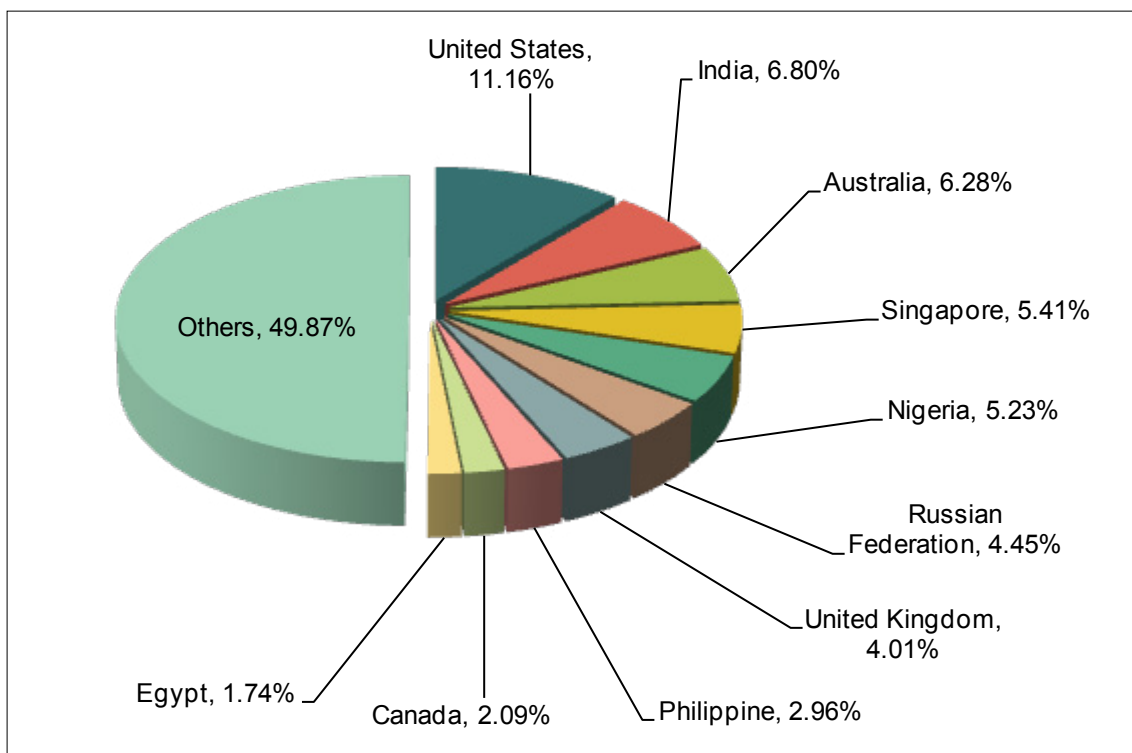
- From December 2013 to February 2014, Tea Industry Hot Search Keywords of Russian Buyers on Made-in-China.com



From December 2013 to February 2014, tea industry hot search keywords of Russian buyers on Made-in-China.com are Tea, Green Tea and Pu'er Tea.

5.3. Tea Professional Buyers Distribution on Made-in-China.com (by enquiries)

Statistics: March 2013 – February 2014



From March 2013 to February 2014, enquiries of tea industry on Made-in-China.com mainly come from the United States, India and Australia, among which American enquiries accounted for 11.16% of the total tea industry enquiries. Sorted by continent, enquiries of tea industry on Made-in-China.com mainly come from Europe, South America and Africa.

Source: Made-in-China.com

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

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