

China Export Report

2025 Analysis†
Report Date: 2026FEB24

1. EXECUTIVE SUMMARY AND KEY HIGHLIGHTS

China's tea exports in 2025 reached 419,296,867 kg, representing strong 12.1% growth over 2024's 374,121,600 kg. Green tea dominated at 88.0% with 14.0% growth, while black tea showed positive 6.0% gains.

Key Performance Indicators:

- Total: 419.3 million kg (+12.1% growth)
- Green Tea: 369.1 million kg (+14.0%, 88.0% of total)
- Black Tea: 26.2 million kg (+6.0% gains, 6.3% of total)
- Oolong Tea: 13.9 million kg (-9.8%)
- Top Destination: Morocco (91.6 million kg, +13.6%)
- Fastest Growth: Côte d'Ivoire (+308.9%), Chad (+147.5%)

2. ANNUAL PERFORMANCE

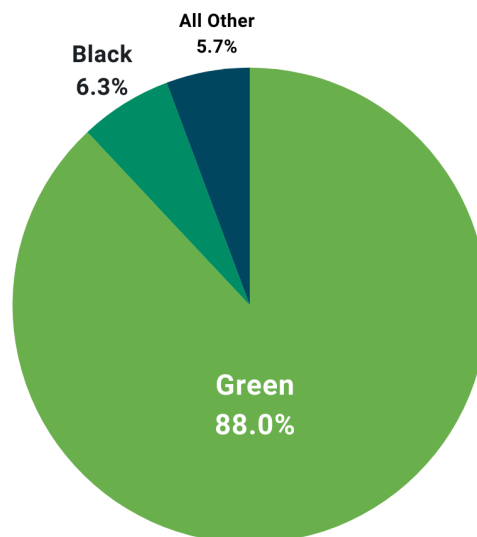


2025 China Export By Type

Total exports UP 12.1% over 2024

Green tea UP 14%

Black tea UP 6%



2.1 Total Export Volume vs Last Year

2025 Total	2024 Total	Change
419,296,867 kg	374,121,600 kg	+45,175,267 kg (+12.1%)

The 12.1% growth represents the third consecutive year of expansion, driven by African market development and green tea strength. Exports of Chinese matcha contributed significantly to this growth. There is no dedicated HS code to distinguish matcha exports from other green tea exports. Some estimates indicate that China produced 60% of global matcha in 2024, and show that matcha exports increased to Southeast Asia and the U.S.

2.2 Green Tea Volume vs Last Year

2025 Green Tea	2024 Green Tea	Change
369,053,346 kg	323,848,004 kg	+45,205,342 kg (+14.0%)

Green Tea: 88.0% of Total Exports

2.2.1 Other Unfermented Tea Categories

- Jasmine Tea: 7.5M kg (+0.4%)
- White Tea: 0.5M kg (+6.7%)
- Other Flower Tea: 0.1M kg (+5.5%)

Note: China classifies its exports and production by separating green tea from scented teas. What is commonly referred to as jasmine green tea would be categorized as a flower, or scented tea and not a green tea.

2.3 Black Tea Volume vs Last Year

2025 Black Tea	2024 Black Tea	Change
26,235,368 kg	24,758,527 kg	+1,476,841 kg (+6.0%)

3. TOP 10 EXPORT DESTINATIONS

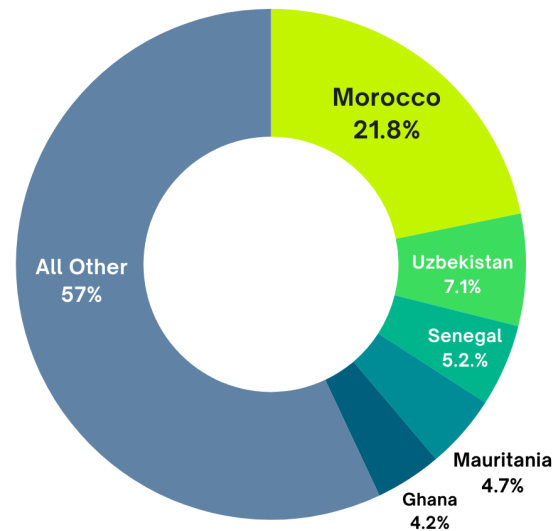


2025 China Export By Destination

Total China Exports
in Metric Tonnes

0.42 Million

Up 12.1% over 2024



3.1 Rankings and Changes vs Last Year

Rank	Country	2025 (kg)	2024 (kg)	Change %
1	Morocco	91,575,039	80,583,681	13.6%
2	Uzbekistan	29,600,914	24,920,356	18.8%
3	Senegal	23,981,291	15,145,190	58.3%
4	Mauritania	19,665,650	15,860,443	24.0%
5	Ghana	17,430,346	38,622,481	-54.9%
6	Côte d'Ivoire	17,053,419	4,170,900	308.9%
7	Russia	16,176,987	16,787,567	-3.6%
8	Algeria	15,339,723	13,795,298	11.2%
9	Chad	13,178,818	5,325,561	147.5%
10	Japan	11,286,554	10,205,230	10.6%

Morocco maintained #1 position (21.8% of total). The top 10 account for 63.2% of exports.

4. TEA TYPE ANALYSIS BY DESTINATION

4.1 Top 10 Countries - Tea Type Breakdown

Morocco (91.6M kg)

Green Tea: 99.5% | Jasmine: 0.5%

Uzbekistan (29.6M kg)

Green Tea: 99.0% | Black Tea: 0.7%

Russia (16.2M kg)

Green Tea: 67.5% | Black Tea: 14.4% | Oolong: 13.5%

Japan (11.3M kg)

Oolong: 58.2% | Jasmine: 21.6% | Green: 14.5%

Key Pattern:

African and Central Asian markets show 95-100% green tea concentration. Developed Asian markets (Japan, Russia) demonstrate greater diversification including oolong, jasmine, and black teas.

5. THREE-YEAR TREND ANALYSIS

5.1 Total Export Volumes (2022-2025)

2022: 375.2M | 2023: 367.5M (-2.0%) | 2024: 374.1M (+1.8%) | 2025: 419.3M (+12.1%)

5.2 Green Tea Trend

2022: 313.8M (83.6%) | 2023: 309.3M (84.2%) | 2024: 323.8M (86.6%) | 2025: 369.1M (88.0%)

5.3 Black Tea Trend

2022: 33.2M | 2023: 29.0M (-12.6%) | 2024: 24.8M (-14.7%) | 2025: 26.2M (+6.0%)

6. SIGNIFICANT MARKET CHANGES

6.2 Fastest Growing Markets

- Côte d'Ivoire: 17.1M kg (+308.9%)
- Chad: 13.2M kg (+147.5%)
- Senegal: 24.0M kg (+58.3%)
- Mali: 10.0M kg (+51.9%)

6.3 Markets with Significant Decline

- Sri Lanka: 2.4M kg (-78.1%)
- Vietnam: 3.5M kg (-60.6%)
- Ghana: 17.4M kg (-54.9%)

7. KEY FINDINGS AND INSIGHTS

7.1 Overall Market Dynamics

Strong 12.1% growth driven by African expansion, green tea strength, and black tea growth. Portfolio concentration at 88% green creates both opportunity and risk.

7.2 Tea Type Trends

Black Tea Recovery

6.0% growth represents successful stabilization. Market adjustment complete at 25-26M kg baseline with potential for modest 2026 growth.

7.4 Forecasting (2026)

Ensemble Forecast: 400.8M kg (-4.4%)

Confidence: 55% (Moderate)

Reflects mean reversion after exceptional 2025 and moderate confidence due to volatility.

8. CONCLUSION

2025 achieved strong 12.1% growth driven by green tea (+14.0%), African market expansion, and black tea recovery (+6.0%).

Key Achievements:

1. Strong growth: 419.3M kg (+12.1%)
2. Black tea recovery: +6.0% signals stabilization
3. African expansion: Côte d'Ivoire, Chad, Senegal
4. Green tea dominance: 88.0% demonstrates leadership

Challenges:

1. Portfolio concentration risk (88% green)
2. Oolong decline (-9.8%)
3. Market volatility (Ghana -54.9%)

2026 outlook: 400.8M kg reflects expected moderation. Sustainable 5-8% annual growth is realistic long-term.

† This report was produced with the assistance of an AI agent. It was reviewed and edited by Firsd Tea, but may contain data errors. Please consult original data sources for verification.

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