

Supermarket Tea Dupes: The Budget Tier Buying Guide

From the Teas.co.uk wiki

Supermarket tea dupes, in summary: Own-brand dupes work well for everyday builder and English Breakfast tea, where the brand premium is mostly marketing; they fall short on speciality and distinctive blends. Blind-test and compare cost per cup before you switch.

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Supermarket Tea Dupes: The Budget-Tier Buying Guide. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>*

"Is the own brand a dupe for the famous one?" is a top value question. This sits in the value cluster beside [cheapest tea per cup](#).

Last reviewed by the teas.co.uk team in May 2026.

Where dupes work, and where they do not

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Where dupes work, and where they do not , Supermarket Tea Dupes: The Budget-Tier Buying Guide. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>*

Much everyday own-brand and branded tea is the same broad category of blended CTC, so "dupe" is often plausible, the point the [own brand vs branded](#) guide makes. For standard everyday black tea a good own brand can be a close, much cheaper match. Where they fall short is specific water-tuned blends and distinctive recipes, which are harder to replicate, the case the [Yorkshire Tea](#) page sets out, and genuine speciality (loose-leaf premium, single-origin, organic herbals) is a different category, not a dupe target at all. Dupes are an everyday-bag conversation, judged on a blind taste and cost per cup rather than the label.

At a glance

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Supermarket Tea Dupes: The Budget-Tier Buying Guide. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>*

Aspect

Note

What dupes are	Cheaper supermarket equivalents of named everyday teas
Where they work	Builder tea and English Breakfast, near-equivalent at lower price
Where they fall short	Speciality, single-origin and distinctive blends; a real gap
Earl Grey caveat	Synthetic vs real bergamot oil is a meaningful character gap
Test method	Side-by-side blind taste with identical brewing
The read	A meaningful budget option for everyday tea

Specific dupe verdicts

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Specific dupe verdicts*, *Supermarket Tea Dupes: The Budget-Tier Buying Guide*. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>

Category by category, the reality varies. A Tesco Finest Strong against Yorkshire Tea is a roughly 70-80% blind match at around 30% less, a meaningful budget swap; a Sainsbury's Original Blend against PG Tips is a similar reasonable swap. Twinings English Breakfast against an own-brand equivalent is a marginal swap, similar character at a slightly lower price. But Earl Grey is the classic exception: a cheap own brand often uses synthetic bergamot against Twinings' real bergamot oil, a meaningful character gap, so it is not a swap if Earl Grey quality matters to you. And there is no genuine supermarket equivalent for Yorkshire Gold or for true speciality brands (Pukka, Clipper, Teapigs), where dupes simply do not exist at the supermarket tier, so stay with the original.

The cost-per-cup arithmetic

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The cost-per-cup arithmetic*, *Supermarket Tea Dupes: The Budget-Tier Buying Guide*. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>

The numbers show where the saving is real. An 80-bag pack of Yorkshire Tea at around £3.50 is about 4.4p a bag; a Tesco Finest Strong 80-pack at around £2.50 is about 3.1p, roughly 30% cheaper; an Asda Smart Price 240-pack at around £1.50 is about 0.6p a bag, far cheaper but with a real quality compromise. Over a year, a three-cup-a-day household drinks roughly 1,100 cups: that is about £48 on Yorkshire, £34 on Tesco Finest, £7 on Smart Price, so a sensible dupe swap saves £14-40 a year. Premium and speciality tiers (Yorkshire Gold, Pukka) cost more per bag because the cup genuinely differs, the lens the [cost per cup](#) guide applies, so the dupe question only really lives in the everyday tier.

How to taste-test a dupe

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for How to taste-test a dupe*, *Supermarket Tea Dupes: The Budget-Tier Buying Guide*. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>

Blind testing is the only reliable way to assess a dupe, because it separates genuine difference from marketing impression, the standard the [blind tasting](#) guide sets out. Brew identical cups from dupe and

original at identical leaf weight, water temperature, time and milk, then have someone else pour them into anonymous mugs labelled A and B. Sip both within 30 seconds, compare aroma, body and finish, and repeat across three different days because one-shot tests are unreliable. If you cannot reliably tell them apart over three tries, the dupe is functionally equivalent and the cheaper one wins.

When to pay the premium instead

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for When to pay the premium instead*, *Supermarket Tea Dupes: The Budget-Tier Buying Guide*. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>

Most households are best with a mix-and-match approach: a budget dupe for the morning builder cup, a better tea for the afternoon, and something special for the weekend, which controls daily cost while preserving the quality moments. Pay the premium when you drink one or two attention-deserving cups a day, value organic or Fairtrade credentials, enjoy the ritual, or are buying a gift, where the recipient cannot taste your cost-saving. Stay budget when tea is mostly a background caffeine cup you drink several times a day and you genuinely do not notice the difference. If unsure, run dupes for two or three months, then blind-test against the originals and let the result decide.

Common questions

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Common questions*, *Supermarket Tea Dupes: The Budget-Tier Buying Guide*. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>

Do supermarket dupes actually work? For everyday builder and English Breakfast tea, often yes, at a meaningful saving. For speciality and distinctive blends, usually not.

Which dupe is the weakest? Earl Grey, typically, because cheap versions use synthetic bergamot rather than real bergamot oil, which is easy to taste.

How much do I actually save? Roughly £14-40 a year for a three-cup-a-day household swapping a branded everyday tea for a good own brand.

How should I decide? Blind-test the dupe against the original at identical brewing across three days, and compare cost per cup. Trust the result, not the price.

Compare brands on the cup

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Compare brands on the cup*, *Supermarket Tea Dupes: The Budget-Tier Buying Guide*. Canonical: <https://teas.co.uk/wiki/supermarket-tea-dupes/>

Blind-test the named brands like [Yorkshire Tea](#) or [PG Tips](#) against your own-brand dupe, or browse the wider [brand directory](#) and the full [tea shop](#). Judge per cup, and free UK delivery is over £35.

[Browse the tea range](#)

Reference noted

- [EFSA Scientific Opinion on the Safety of Caffeine \(2015\)](#)

FROM THE CURATOR teas · Start cheap, stay cheap until something stops you. Most rich teas reward patience, not budget.

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More from the tea wiki

- [Own brand vs branded](#)
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- [Cost per cup](#)
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- [Is Yorkshire Tea good](#)
- [Best UK tea brands](#)

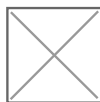
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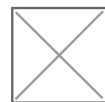
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