Tetley vs PG Tips

From the teas.co.uk wiki

> **Tetley vs PG, in summary:** Tetley vs PG Tips compared: brisk vs balanced, pyramid vs round bag, value, blend origin. UK independent tea guide. Free UK delivery £35+, free sample.

Last reviewed by the teas.co.uk team on 8 August 2026.

Tetley vs PG Tips is the closest of the big three British supermarket tea matchups. Both produce a relatively brisk, lighter bodied cup, both sit just below Yorkshire on the strength scale, and both compete for the value conscious end of the everyday tea market. The differences come down to sourcing (PG is Kenya led, Tetley is broader blend), bag format (PG pyramid, Tetley round), and brand identity rather than huge gaps in cup character.

This guide breaks down the actual differences and helps you pick the right one for your kettle.

The headline differences

	Tetley	PG Tips
Owner	Tata Consumer Products	Lipton Teas and Infusions
Founded	1837	1930
Blend origin	Africa, India, Sri Lanka (broader blend)	Africa (Kenya led)
Flavour character	Lighter, rounded, slightly nutty	Brisker, brighter, slightly sharper
Strength on standard brew	Light to medium	Medium, brisker on the finish
Bag style	Round (since 1989)	Pyramid (since 1996)
Typical price (80 bags)	£2.50 to £4	£3 to £4.50
Range breadth	Wider, lots of variants	Narrower, focused on core

The flavour difference

This is the closest match in the British supermarket category. Both teas are blended for the same kind of drinker (someone who wants an everyday cup that's not too heavy and works with milk) and the cup character differences are subtle.

Tetley drinks slightly fuller and rounder, with a softer finish and a more nutty character. The broader sourcing (no single country dominance) gives it a balanced profile that's neither too brisk nor too heavy. It's

the cup that drinks "comfortable" rather than assertive.

PG Tips drinks slightly brighter and brisker, with the Kenyan astringency giving the cup a cleaner, sharper finish. The pyramid bag delivers slightly faster infusion which contributes to the brisker character. PG is the more "wake you up" of the two; Tetley is the more "settle in for a chat" cup.

The differences are small enough that some drinkers genuinely don't notice them, and many households will keep whichever brand is on offer that week without strong loyalty either way.

The bag format question

One of the most marketed differences. PG Tips introduced the pyramid bag in 1996 with marketing claims about better infusion through the 3D shape; Tetley introduced the round bag in 1989 with similar claims about removing corners that hold dry leaves. Both formats produce slightly faster infusion than traditional flat square bags.

The cup difference between pyramid and round is small. The pyramid does have slightly more leaf circulation room and tends to be the better choice for shorter brewing times (under 3 minutes). The round is a fine all rounder. Neither is meaningfully better than the other for the standard British brewing approach.

For drinkers who care about bag aesthetics on a tea tray, the pyramid is the more "premium looking" format and Tetley round is the more traditional appearance.

The Kenya question

PG Tips has been Kenya led for decades, sourcing primarily from Rainforest Alliance certified Kenyan estates. The Kenyan tea base produces a brisker, more astringent cup with a clean finish. Tetley uses a broader blend across multiple origin countries (Kenya, Malawi, India, Sri Lanka) which produces the rounder, less assertive character.

For a drinker who specifically likes the Kenyan tea profile (brisk, bright, clean), PG is the better fit. For a drinker who wants the standard British supermarket tea balanced profile, Tetley delivers it more consistently.

Both brands are active in ethical sourcing programmes and both carry Rainforest Alliance certification across their main lines.

Strength comparison

Both teas brew at similar strength on a standard 3 to 4 minute infusion. PG drinks slightly more assertive on the finish (the briskness shows up at the end of the sip) while Tetley is more even across the cup. For drinkers who like a stronger morning cup, neither matches Yorkshire Tea on per bag strength; both sit in the medium strength category.

For pot brewing, both hold up reasonably well across multiple pours, with Tetley fading slightly faster on the third cup.

Price and value comparison

Tetley is consistently the cheaper of the two on the supermarket shelf, often by 15 to 25 percent. The promotional cycles vary, but the standard everyday price favours Tetley. Both brands offer 240-bag boxes at meaningful per bag discounts for high volume households.

For drinkers who can't tell the difference between the two cups (and there are many), Tetley is the obvious value pick. For drinkers who specifically prefer the brisker PG profile, the small premium is worth paying.

Range comparison

Tetley has the much broader range. The Tetley shelf typically includes Original, Decaf, Gold, Earl Grey, Green Tea, fruit infusions, "Cleanse" and "Sleep" wellness blends, and seasonal variants. PG Tips has Original, Decaf, Gold, and a smaller selection of variants.

For households where multiple drinkers want variety from one brand, Tetley is the more practical choice. For dedicated builders'-brew drinkers who only want the standard cup, both brands offer the core product equally well.

Brand identity comparison

Both brands have decades of British heritage. Tetley's Tea Folk (animated mascots) and PG's chimps adverts (1956 to 2002) are both part of British advertising history. Neither brand currently commands the intense brand loyalty that Yorkshire has built; both are sold more on price, distribution, and habit than on emotional brand attachment.

Ownership wise, both are now part of large international tea groups (Tata for Tetley, Lipton Teas and Infusions for PG) rather than family owned businesses. The corporate ownership context is similar for both.

Which one for which drinker?

- **Lighter cup, soft round character** Tetley
- **Brisker cup, sharper finish** PG Tips
- **Cost conscious household** Tetley (consistently cheaper)
- **Wants variety from one brand** Tetley (broader range)
- **Likes the Kenyan tea profile specifically** PG Tips
- **Pot drinker:** slight edge to PG for holding character across pours
- **Workplace tea cupboard:** either works; Tetley is the safer cost choice
- **Decaf drinker:** both are decent; flavour is similar between Tetley Decaf and PG Decaf

What we stock

Browse the Tetley range and PG Tips range. The most bought versions of each:

Tetley

- Tetley Seriously Refreshing, 75 Tea Bags 250g
- Tetley Extra Strong Breakfast Tea, 75 Tea Bags 237g
- Tetley Original English Breakfast, 400 Tea Bags 1.25kg
- Tetley Redbush Pure, 40 Tea Bags 100g

PG Tips

- PG Tips Chai Special Blend, 70 Tea Bags 175g
- PG Tips Original Loose Leaf Tea, 250g
- PG Tips Original English Breakfast, 400 Tea Bags 1.16kg
- PG Tips Decaf Black Decaffeinated, 70 Tea Bags

The verdict

This is the closest matchup of the big three. Most drinkers can't reliably distinguish Tetley from PG Tips in a blind taste test, especially with milk added. The actual choice usually comes down to price (Tetley wins), range breadth (Tetley wins), bag format preference (personal), and the slight cup character difference (Tetley rounder, PG brisker).

For most British households the answer is "whichever is on offer", and that's a perfectly defensible position. For drinkers who want the brisker, brighter cup specifically, pay the small PG premium. For drinkers who just want a decent everyday tea at the best price, Tetley is the obvious pick.

For the wider context see the black tea overview, the Yorkshire Tea vs PG Tips comparison, the Yorkshire Tea vs Tetley comparison, and the Yorkshire Gold vs Yorkshire Original comparison.

Where this fits in the wider range: English Breakfast, Earl Grey, green tea, loose leaf tea, Darjeeling, oolong, and herbal tea. For more, the full tea shop ships free across the UK over £35.

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