Pukka vs Teapigs

From the teas.co.uk wiki

> **Pukka vs Teapigs, in summary:** Pukka vs Teapigs compared: organic herbal vs whole leaf pyramid, range, ethics, value. UK independent tea guide. Free UK delivery £35+, free sample.

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

Pukka and Teapigs are the two defining premium tier British tea brands of the last 20 years, but they sit in noticeably different lanes. Pukka built its identity around organic herbal blends with an Ayurvedic inspired philosophy and competes mainly in the herbal and functional category. Teapigs built its identity around premium whole leaf teas in pyramid bags, competing across the full tea and herbal range with a focus on quality and approachable luxury. Both are excellent brands at the premium end of the market; the choice depends on what you're drinking and why.

This guide covers the actual differences in brand positioning, product range, quality approach, sustainability credentials, and which brand fits which kind of drinker.

The headline differences

	Pukka	Teapigs
Founded	2001 (Bristol)	2006 (London)
Owned by	Unilever (since 2017)	Tata Consumer Products (since 2013)
Core category	Organic herbal and functional blends	Premium whole leaf teas (all categories)
Format	Standard tea bags (envelope or string)	Pyramid "tea temples" with whole leaf
Organic certification	Yes, all products	Some products, not all
Range size	Very broad in herbal, narrow in true tea	Broad across both true tea and herbal
Typical price (20 bags)	£2.50 to £4	£4 to £6
Brand voice	Unhurried, Ayurvedic inspired, mood led	Quality focused, irreverent, approachable luxury

Brand positioning differences

Pukka built its brand around organic herbal blends with an Ayurvedic influenced philosophy. Names like Three Ginger, Three Tulsi, Three Mint, Night Time, Love, Relax and everyday cup are about the job a tea does and the mood it suits, not its flavour. The packaging, illustration style and brand voice all present tea drinking as thoughtful and slow, a small daily habit.

Herbal infusions and functional blends dominate Pukka's range; its actual *Camellia sinensis* tea offerings (matcha green, supreme white, etc.) are smaller relative to their herbal output. The brand has built real credibility in organic and ethical sourcing and has pioneered several blends that became category benchmarks (Three Ginger for digestion, Night Time for sleep, everyday cup for the daily herbal market).

Teapigs built its brand around the premise that supermarket tea was getting worse and someone needed to bring proper whole leaf tea back to mainstream British shelves. The product naming is flavour focused (English Breakfast, Earl Grey, Mao Feng Green, Jasmine Pearls, Chocolate Flake) and the brand voice is irreverent and approachable rather than earnest. The pyramid "tea temple" format was the brand's signature, allowing whole leaf teas to brew properly in a single cup format.

Teapigs' range covers all major tea categories (black, green, white, oolong, herbal, fruit) with a quality first approach across the board. The brand also actively educates consumers about tea origins, processing, and brewing methods, building credibility through deep category knowledge rather than feel good language.

The organic question

Pukka is comprehensively certified organic across its range. Every Pukka product is organic; this is a non negotiable part of the brand identity. The certification covers both the tea components and the herbal/spice ingredients, and Pukka has built strong relationships with organic certified farms across India, China, Sri Lanka, and the broader herbal supply network.

Teapigs is selectively organic. Some Teapigs products carry organic certification; many do not. The brand's quality positioning is built around whole leaf grade and origin direct sourcing rather than organic certification per se. For drinkers who specifically prioritise organic, Pukka is the simpler choice; for drinkers who prioritise whole leaf quality and don't specifically need organic, Teapigs is competitive.

Both brands have sustainability programmes. Teapigs has been a certified B Corp since 2019; Pukka was one too, but it lost the certification in 2024, after it was integrated into Lipton Teas and Infusions (The Grocer, 12 April 2024). Pukka says its teas carry Soil Association organic and Fair for Life marks (Pukka's certifications). Teapigs says its tea temples go in industrial composting, with a soft-plastic inner bag and a recyclable paperboard box (Teapigs packaging information).

The format difference

Pukka uses standard tea bags, typically envelope wrapped and string and tag style. The bags contain finely ground herbal blends or cut tea, designed for fast infusion. The format is operationally efficient and keeps prices accessible relative to whole leaf alternatives.

Teapigs uses pyramid "tea temples", a 3D bag format that gives whole leaf tea (and whole piece herbal ingredients) room to expand and circulate. The format is significantly more expensive to produce per bag

and takes up more cupboard space, but produces a noticeably better cup with whole leaf tea than any flat bag format.

The format difference matters most for true tea (black, green, oolong, white) where leaf size affects cup quality significantly. For herbal infusions where the ingredients are typically already cut or ground, the format difference matters less.

True tea comparison

For drinkers wanting actual *Camellia sinensis* teas (black, green, oolong, white) rather than herbals:

- **Teapigs has the broader, deeper true tea range** with multiple black tea varieties (English Breakfast, Earl Grey, Darjeeling), multiple green teas (Mao Feng, Sencha, Matcha, Jasmine Pearls), white teas, oolongs, and chai. The whole leaf format really does produce better cups.
- **Pukka's true tea range is much smaller:** focused on a few products (Supreme Matcha Green, Three Mint Green) within a primarily herbal range. The teas they offer are decent but not the brand's main strength.

For a serious tea drinker who wants premium black, green, or specialty tea, Teapigs is the clearer choice. For a drinker who wants the occasional Pukka herbal alongside their main supermarket black tea, Pukka fits well.

Herbal range comparison

For drinkers wanting herbal and wellness infusions:

- **Pukka has the deeper, fuller herbal range** with dozens of single ingredient herbals (Three Ginger, Three Mint, Three Chamomile) and many functional blends (Night Time, everyday cup, Love, Relax, Three Cinnamon). The functional positioning approach makes it easy to pick a tea for a specific need.
- **Teapigs has a respectable herbal range but smaller** with a focused selection of well made herbal infusions (Peppermint, Chamomile, Liquorice and Peppermint, Honeybush). Quality is high but range is narrower than Pukka.

For a household that wants a herbal cupboard with an option for every mood and need, Pukka is the natural fit. For a household that wants quality herbals without the mood led branding, Teapigs is comparable but smaller.

Price comparison

Teapigs is more expensive than Pukka per bag, reflecting the whole leaf pyramid format cost. A standard 15-bag Teapigs box typically costs £4 to £5; a standard 20-bag Pukka box typically costs £2.50 to £4. On a per cup basis, Teapigs is roughly 50 to 100 percent more expensive than Pukka.

Whether the premium is justified depends on what you're brewing. For black, green and specialty teas, whole leaf clearly makes a better cup; the premium is worth paying. For herbal infusions where the format difference is smaller, Pukka's value is competitive.

Both brands run promotional cycles; the relative price advantage shifts week to week.

Brand identity and consumer perception

Pukka is positioned as the gentle, organic brand for people who treat their daily tea as self care. The brand voice is soft spoken, instructive, and slightly aspirational. It appeals strongly to drinkers who buy tea as part of a broader way of looking after themselves.

Teapigs is positioned as the irreverent, quality focused, premium brand for tea drinkers who care about the cup itself. The brand voice is approachable, slightly irreverent, and educational without being preachy. It appeals strongly to drinkers who want a step up from supermarket tea but don't want the feel good marketing layer.

Neither positioning is "better"; they appeal to different consumer mindsets. Many households happily keep both.

Which one for which drinker?

- **Wants organic certification across the cupboard** Pukka
- **Wants whole leaf premium black, green, or specialty tea** Teapigs
- **Building a herbal and functional tea collection** Pukka has the broader range
- **Wants a quality everyday English Breakfast upgrade from supermarket bags** Teapigs Everyday Brew
- **Cost conscious but wants better than supermarket** Pukka (cheaper per bag)
- **The tea itself and its quality matter more than mood branding** Teapigs
- **A daily herbal habit with a self care feel suits you** Pukka
- **Mixed household with diverse tea preferences:** both, used for different categories

What we stock

Browse the Pukka range and Teapigs range. The most bought products from each:

Pukka

- Pukka Organic Herbal Collection, 20 Tea Bags 34.4g
- Pukka Organic Night Time Berry, 20 Tea Bags 36g
- Pukka Organic After Dinner, 20 Tea Bags 40g
- Pukka Organic Chamomile, Vanilla and Manuka Honey, 20 Tea Bags 32g
- Pukka Organic Herbal Tea Collection, Four Different Flavours, 20 Tea Bags

Teapigs

- Teapigs Chocolate and Mint, 15 Tea Bags 37.5g
- Teapigs Decaf English Breakfast, 15 Tea Bags 50g
- Teapigs Yerba Mate, 15 Tea Bags 37.5g

- Teapigs Chamomile Flowers, 50 Tea Bags 75g
- Teapigs Lemon and Ginger, 15 Tea Bags 37.5g

The verdict

Pukka and Teapigs are not direct competitors so much as complementary brands serving overlapping but distinct needs. Pukka owns premium organic herbal blends; Teapigs owns premium whole leaf tea. Both are very good at what they do.

For a household building a varied tea cupboard, the right answer is usually "both": Pukka for the herbal infusions and functional blends, Teapigs for the everyday black tea and specialty teas. They coexist on the shelf without competing for the same use cases.

If you can only have one, pick based on what you actually drink most. Heavy herbal drinkers should go Pukka; heavy black and green tea drinkers should go Teapigs. Either way, both represent meaningful upgrades over standard supermarket tier brands.

For the wider context see the herbal tea overview, the black tea overview, the green tea overview, the Yorkshire Tea vs PG Tips comparison, and the best tea for sleep guide.

FROM THE CURATOR

teas · If Pukka or Teapigs here sounds appealing, try one box once. One cup of each teaches more than twenty articles.

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A second organic herbal comparison

If Pukka vs Teapigs is one side of your shortlist, add Yogi Tea vs Pukka. It compares the two organic ranges by ingredients, flavour direction, format and current shop value.

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