Most Popular Tea In The World

From the teas.co.uk wiki

> **World's most popular tea, in summary:** Black tea is 78% of world tea volume, green 20%, oolong 2%, pu-erh and white the rest. The map of what gets drunk where, and why.

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

Globally, black tea is the most consumed by volume, roughly 78% of all the tea drunk worldwide, led by Britain, India, Turkey, Ireland, Iran, and Russia. Green tea takes most of the rest, around 20%, and leads in specific markets: China, Japan, and parts of North Africa. Per capita, Turkey leads the world in tea consumption. Total global consumption: 6 billion cups daily. Tea is the world's most consumed beverage after water.

By volume

By tea type, black tea leads global volume at roughly 78%, because black-tea-drinking markets span Britain, India, much of the Middle East, Russia, and beyond. By country, China consumes the most tea overall, primarily green tea, with India second; their huge populations and strong traditions make them the two largest consumers, but green tea still accounts for only about 20% of world volume.

By per capita consumption

1. Turkey (highest per capita).
2. Ireland.
3. UK.
4. Russia.
5. Iran.
6. Morocco.

By tea type

Green tea (largest in China, Japan, and North Africa)

Dominant in China, Japan, parts of North Africa. Around 20% of world tea volume.

Black tea (largest by volume globally)

UK, Ireland, USA, Australia, India, Russia, Iran, Turkey, and much of the Middle East. Roughly 78% of world tea volume.

Oolong

Smaller specialty market; Taiwan and southern China central.

Pu erh

Specialty market; centred in Yunnan, China.

Herbal infusions

Growing globally; not technically tea (Camellia sinensis).

Most popular brands globally

- Lipton (USA).
- Twinings (UK and global).
- Yorkshire Tea (UK).
- Tata Tea (India).
- Various Chinese specialty brands.
- PG Tips (UK and Europe).
- Tetley (UK and Canada).

Total global consumption

~6 billion cups daily globally. Tea is the world's most consumed beverage after water.

FAQ

Most popular tea? Black tea by volume globally (around 78%); green tea leads in China, Japan, and parts of North Africa.

Highest per capita? Turkey.

Cups daily globally? ~6 billion.

Most popular brand? Lipton globally; Yorkshire Tea / PG Tips / Tetley in UK.

Curator's note: black tea is the world's most consumed tea by volume, roughly four cups in five poured worldwide. Green tea takes most of the rest and rules the largest single tea nations, China and Japan, so "most popular" depends on what you count: total cups or cultural heartlands. Worth knowing the global picture. Lee, teas.co.uk, Tunbridge Wells.

Quick reference: most popular tea in the world

Rank	Tea	Where most consumed	Share of global volume
1	Black tea	Britain, India, Turkey, Ireland, Iran, Russia	~78% of global tea by volume

Rank	Tea	Where most consumed	Share of global volume
2	Green tea	China, Japan, Korea, Morocco, the wider Maghreb	~20% of global tea volume
3	Oolong	China (Fujian, Guangdong), Taiwan	~2% of global tea volume
4	Pu-erh / dark tea	China (Yunnan), Hong Kong, Tibet, Mongolia	Less than 1% globally; significant in fermented-tea regions
5	White tea	China (Fujian); increasingly Western specialist markets	Trace volume; premium tier

What to buy now

To taste the world's top three tea families from your own kitchen, start with a quality English Breakfast for the global black-tea benchmark, a Japanese sencha or a Chinese Longjing for the green-tea standard, and a Tieguanyin oolong from Fujian for the oolong introduction. Brew all three in turn over a Saturday afternoon and you have tasted what 99% of the world's tea drinkers consume.

FROM THE CURATOR

teas · Match the tea to the moment. Worldwide, a 6am black and a 4pm green rarely come from the same tin.

Global tea reading

For family overviews see the black tea reference guide, the green tea reference piece, the oolong tea overview, the pu-erh tea guide, and the white tea piece. For cultural context see the tea culture around the world overview and the tea history guide.

More from the tea wiki

- Green tea
- Black tea
- Oolong tea
- White tea
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