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# CHANGE FROM TEA PASSION TO COFFEE CONSUMPTION AND INFLUENCING FACTORS: TURKEY ANALYSIS

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## ABSTRACT

After the water, tea is the most consumed beverage in Turkey. Tea consumption in Turkey has increased after the 1970s, and the amount of tea consumed due to increasing population has increased in the same way. Tea consumption, which was 86,965 tons in 1980, reached 133,000 tons in 1990, 151,000 tons in 1995 and 170,000 tons in 2001. In 2018, this figure reached 250 thousand tons. Turkey ranks fifth in the world in terms of volume of tea production. Research shows that coffee consumption is beginning to substitute tea consumption in Turkey. In Turkey 10 years ago, while the average per capita consumption of coffee beans 200 grams / year, currently it has increased to 550 grams / year. Within 10 years, coffee consumption has increased by about 3 times. In the next 10 years it will be up to 1.5 kilograms. In the last 10 years, per capita tea consumption has increased in Turkey only 12 gram/year. This means that anymore the most consumed beverage in Turkey will be change from tea to coffee. This may pose a risk to produce tea. For this reason, more attention should be paid to campaigns, advertisements and product diversification for tea consumption. In this paper, after giving information about tea production and consumption patterns in the world and in Turkey, reasons which has effects on the change from tea passion to the coffee consumption will be discussed and

assesses will be made about how it brings loads to the tea producers.

Keywords: Tea, coffee, tea consumption, Turkey

## INTRODUCTION

### Tea Production in the World and Turkey.

The tea, which is mainly cultivated in less developed and developing countries in the world, is the most consumed drink after water. Tea, which is the country of origin and the country in which it is cultured is China, is known from the very old ages to today. In some countries, especially in the Far East, Tea is recognized as a sacred product because of its nerve-soothing and sleep-relieving properties.

Water and tea is the basis of Turkey's population drinks. Tea is one of Turkey's traditional products, tea cultivation provides the livelihood of hundreds of thousands individuals living in the Black Sea integrated with their lives. Tea industry in Turkey has an important place in the food industry. Because the tea industry has the potential to create added value for the national economy by regulating the internal and external market structure and processing it with new technologies. Tea cultivation in Turkey has a regional character. Tea is cultivated on the 180 km long coastline in the Black

Sea region and in the inner parts extending up to 10-35 km, on slopes reaching up to 1000 meters. Tea production in the world is generally carried out in 45 underdeveloped or developing countries in tropical and subtropical climate zones. According to 2018 FAO data, world processed tea production was 5 million 954 thousand tons. The top 7 producer countries cover approximately 84% of the world's tea production. 36% of world tea in China, and 4% are produced in Turkey. In 2017, tea production was made on an area of 4.099 thousand hectares in the world. In 2017, tea production area increased by 4% compared to 2016 in the world. In 2018, although tea yield in the unit area remained unchanged compared to 2017, tea production increased by 2.6% due to the increase in cultivated areas. In 2015, world processed tea exports amounted to 2.05 million tons and imports amounted to 1.89 million tons.

According to the 2017 Turkey Statistical Institute (TUIK) data, Turkey has 1,295,934 tons of leaf tea production. In 2002, Turkey produced 135 thousand tons of processed tea and processed tea production reached 260 thousand tons by the year 2016 increased by 93%. In recent years, organic tea production has been given importance. According to General Directorate of Tea Enterprises (ÇAYKUR) data, in 2017, a total of 5004 tons of organic tea was produced in the 38808 decares organic area, including 4.995 tons of organic black tea and 9 tons of organic green tea. In Turkey, 767,000 hectares of land produces more than 200 tea producers. The cultivated tea leaf is processed by ÇAYKUR, private sector and cooperative enterprises to produce black tea. In domestic consumption, ÇAYKUR has a share of 60-65%, private sector and cooperative 35-40%.

### **Tea Consumption in the World and Turkey.**

According to World Tea Report 2016 data; annual tea consumption in the world

is 500 grams per person. In the world tea consumption, black tea is mostly consumed in Western countries, Middle East and Europe, and green tea is consumed in Asian countries such as China and Japan. In the world tea consumption, China is the leader with 1.8 million tons consumption at 36%, but the annual per capita consumption is 0.75 kilograms. Annual per capita consumption of tea in Turkey ranks first with 3.5 kilograms. After Turkey, per capita consumption of tea in Afghanistan is 2.44 kilograms, 2.19 kilograms in Libya, 1.8 kilograms in Qatar and 1.7 kilograms in England. Tea consumption is 1.070 million tons in 2012/13 in Turkey rose to 1.173 million tons in the 2016/17 year.

### **Coffee Consumption in the World and Turkey**

Coffee is the second largest product in the world after oil, with a total volume of more than \$ 100 billion. In Turkey it has been formed more than \$ 1 billion coffee market. In recent years, at every corner of streets coffee shops and cafes are seen in Turkey and new brands quickly emerges. Development is very striking. As the European-style coffee culture settles, competition in the market is increasing. Turkish coffee is also included in the competition. According to Cushman and Wakefield's research, coffee business is the fastest growing in the retail sector with an average of 70% annually. There is great competition in the sector. In addition to foreigners and old Turkish brands, after 2015, the number of chains reached 61 with the entrance of approximately 20 new domestic brands (with more than one store). The coffee market is steered by the top three brands with a market share of approximately 44%. Starbucks has more than 26% share in the market with 417 stores. 23 brands have more than 10 stores, and with 443 stores, they own 91% of the market. There are 11 brands with over 50

stores. The top 5 brands have more than half of the market.

According to the data collected by the online PR Agency B2Press, which analyzes the coffee consumption of countries; showing a 13.2 percent increase in coffee consumption in Turkey in the last 5 years, reaching 93.9 thousand tons. The top of the list was the US with 1.5 million tons per year, followed by Brazil with 1.3 million tons and Japan with 465 thousand tons. While 2.6 million tons of coffee is consumed in the European Union countries, Finland is at the top of the world with coffee consumption exceeding 12 kilograms per capita per year. The coffee enthusiast Finland was followed by the coldest countries in Europe; Sweden, Norway, Iceland and Switzerland. In Turkey, the first time in 2018, surpassing annual per capita coffee consumption has reached 1.1 kilograms/year.

## **RESULT**

### **The Transition from Tea Consumption to Coffee Consumption in Turkey**

As well as in the world, in Turkey tea consumption is rising very slowly when compared with coffee and other drinks. Changing consumers' palate habits has an effect on this. Research shows that coffee is rapidly began to take the place of tea in Turkey. Average per capita coffee bean consumption in Turkey was 200 grams 10 years ago while currently has 1,100 grams. In the next 5 years, per capita consumption will be up to 1.5 kilograms. In 10 years, coffee consumption increased by about 5 times. The coffee is consumed at least 75 out of every 100 people in Turkey. The tea consumption in Turkey in the last 10 years has increased by only 12 grams per person. So, consumption habits are changing.

Turkey, especially after the 2000s, has entered a rapid upward trend in coffee consumption. Factors influencing the emergence of this situation; World trends,

foreign coffee companies entering the Turkey market, less product diversification of the tea industry could be counted. Assessments made on the coffee consumption in Turkey has obtained the following results;

- Filter coffee consumption is increasing,
- Coffee advertisements are increasing rapidly,
- In Turkey, approximately 80 of every 100 people are consuming coffee.
- Most individuals consider coffee drinking as an effective social activity,
- Milky mixtures are preferred more,
- In addition to the widely consumed Turkish coffee, filter coffee consumption has increased in recent years,
- Easy preparation and transport of filter coffee, creating different kinds of flavors with different flavors attracts consumers.
- There is more product diversification in coffee.

Coffee consumption in the domestic market of Turkey comes to the forefront more. Therefore, more attention should be paid to campaigns, advertisements and product diversification for tea consumption. Product diversification is important for tea. For example; "In Japan only 10% of the tea consumed as a hot drink. The remaining 90% is consumed as ice cream, soft drinks or dinner. This proportion could reach only 3% in Turkey." For Turkey, tea growing area will shrink and tea trade issues will come up as long as coffee consumption preferred instead of tea. So, the tea authorities should need to be take measures. In Turkey, instant coffee is sold in different types such as with and without sugar. Diversification is increasing in coffee. On this topic, decision-makers in Turkey and in the other part of the world need to think about possible solution the increase tea consumption.

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