



Can Tea Have Its Coffee Moment? New YouGov Research Reveals How Britain Chooses Its Tea

Brits have become increasingly discerning about their coffee, yet when it comes to tea, few of us ever stop to think about what ends up in our cup.

LONDON, UNITED KINGDOM, September 9, 2026 /EINPresswire.com/ -- Family-owned British tea company Birchall announces £1 million marketing investment, its first ever TV campaign and a new East African film series exploring the people, places and conservation behind Britain's most awarded breakfast tea.

Britons have become increasingly discerning about coffee, asking where beans come from, who grew them and how they are roasted. Yet when it comes to tea, one of the nation's favourite drinks, few of us stop to think about what ends up in our cup.

New YouGov research commissioned by Birchall suggests Britain has some way to go before tea has its own "coffee moment".

Taste is the biggest consideration when buying tea, with 60% of UK adults saying it influences their choice, exactly the same proportion as for coffee. Yet tea buying remains heavily driven by habit. 41% of tea buyers say they either usually buy the same tea they have always bought or choose the brand they grew up with or their family drank.

Just 6% actively seek out higher-quality tea, while only 2% primarily choose tea based on where it was grown or produced. Consumers are also 15% more likely to consider country or region of origin when buying coffee than tea.

[Birchall Tea](#) is setting out to change that.

This September, the fifth-generation family tea company is launching its biggest ever brand campaign, with a planned £1 million marketing investment, its first television advert and a six-part film series taking tea drinkers behind the scenes in East Africa.

The campaign celebrates Birchall's Great Rift Breakfast Tea, which this year became the first UK tea brand in Great Taste Awards history to win 16 consecutive Great Taste Awards. Birchall has received 101 Great Taste Awards across its range since 2011.

Reaching more than five million consumers across television, digital and social media, the campaign aims to encourage people to think about tea in the same way they increasingly think about speciality coffee, considering where it comes from, how it is grown and why origin matters.

At its heart is a six-part film series following fifth-generation tea expert Dan Graham and conservation leaders supported by Tusk through Rwanda and Kenya.

Filmed among Rwanda's rolling tea estates, the series explores the journey from leaf to cup, meeting expert growers and discovering how altitude, climate and soil influence flavour. It also highlights Birchall's long-standing partnership with African wildlife conservation charity Tusk, which receives a contribution from every pack of Great Rift Tea sold.

Alongside the series, Birchall will launch its first ever television advert on ITV1, supported by digital, social media and retail activity in Waitrose and Ocado throughout September.

Dan Graham, Founder and Managing Director of Birchall Tea, said:

"For years, tea has largely been bought out of habit. Our research bears that out, with over 40% of tea buyers sticking with the tea they've always bought or a brand they grew up with. Yet taste is still the single biggest consideration.

"Coffee has transformed over the last decade. People have become fascinated by where it comes from, how it's grown and what influences its flavour. We'd love to see tea appreciated in the same way.

"Visiting Rwanda reminded us that exceptional tea starts long before it reaches our cups. Healthy landscapes, skilled growers and thriving biodiversity all play a part in creating exceptional flavour. We hope this campaign encourages more people to look beyond the tea bag and discover the remarkable story behind every brew."

FURTHER FINDINGS FROM THE YUGOV RESEARCH:

Tea-buying habits become increasingly entrenched with age: 40% of tea-buying over-55s say they usually buy the same tea they have always bought, compared with 21% of 18 to 24-year-olds and 20% of 25 to 34-year-olds.

Younger tea drinkers are more likely to inherit their choice of brew: 21% of 18 to 24-year-olds usually buy the brand they grew up with or their family drank, compared with just 6% of over-55s.

Younger adults are more willing to experiment: 10% of tea-buying 25 to 34-year-olds regularly try

different teas or brands, compared with just 2% of 45 to 54-year-olds.

Londoners are more provenance-conscious: 12% consider the country or region of origin when buying tea, compared with 9% nationally, while 15% consider ethical or sustainability credentials,

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