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Traditional English tea losing popularity in UK – 27th April 2023

Level 0

British people love tea - for many reasons. They drink it for breakfast, for tea breaks at work, and when talking about their problems. However, herbal, fruit and other teas are now more popular than English breakfast tea. Over a fifth of people in Britain say green tea is their favourite.

Sales of traditional tea are falling. This will continue. The researchers found many other things about tea-drinking in the UK. Most people drink tea to relax. A quarter of people drink 10 cups a day. British people love milky and sugary tea. People with a sweet tooth put three teaspoons of sugar in their tea.

Level 1

British people love tea. They drink it for different reasons - for breakfast, to give to guests, for tea breaks at work, and even when talking about their problems. New research shows that herbal, fruit and other teas are more popular than English breakfast tea. A survey of over 2,000 tea lovers showed less than half of people said they preferred traditional tea. Over a fifth of people said green tea was their favourite.

Sales of traditional tea have fallen. The research shows this will continue. The researchers found many other things about tea-drinking in the UK. The biggest reason for drinking tea was to relax. A quarter of people drink up to 10 cups a day. British people love milky and sugary tea. Nearly 45 per cent of them sweeten their tea with sugar. People with a sweet tooth put three teaspoons of sugar in their tea.

Level 2

British people are big tea drinkers. They drink it for different reasons. People have it for breakfast, to give to guests, for tea breaks at work, and even when they talk about their problems. However, new research shows that herbal, fruit and other teas are now more popular than English breakfast tea. Researchers surveyed more than 2,000 tea lovers. Over half of them said their favourite tea was not the traditional "cuppa". Over a fifth of people said green tea was their favourite. Just over 20 per cent chose Earl Grey as their number one.

Sales of traditional breakfast tea have been falling. The new research shows this will continue. Three years ago, 54 per cent of Britons preferred English breakfast tea. The researchers found many other things about tea-drinking in the U.K. The biggest reason for drinking tea was to relax. A quarter of people drink up to 10 cups a day. Brits love milky and sugary tea. Around 85 per cent of them put milk in their tea. Nearly 45 per cent sweeten their tea with sugar. People with a sweet tooth put three teaspoons of sugar in their cup.

Level 3

British people are big tea drinkers. It is a tradition in Britain to drink tea for different occasions and reasons. People have it for breakfast, for when guests visit, and for tea breaks at work. People even "have a cuppa" when they talk about their personal problems. However, research from The Tea Group shows that herbal, fruit and other teas have become more popular than traditional English breakfast tea. Researchers conducted a survey of more than 2,000 tea lovers. Over half of people said their favourite tea was not the traditional variety. Over a fifth of people chose green tea as their favourite brew. Just over 20 per cent said Earl Grey was their number one.

Sales of traditional tea in the U.K. have been declining. Three years ago, a survey found that 54 per cent of Britons preferred English breakfast tea. The new research shows that breakfast tea is likely to continue to decline in popularity. The researchers found many other things about tea-drinking habits in the U.K. The biggest reason for drinking tea was to relax. A quarter of Britons drink up to 10 cups a day. Brits seem to love milky and sugary tea. Around 85 per cent of people who drink Earl Grey and English breakfast put milk in it. Nearly 45 per cent of people sweeten their tea with sugar. Amazingly, people with a sweet tooth put three teaspoons of sugar in their cup.