



## The Tea of Indonesia

Seizing Opportunity in Global Tea Industry



### WHAT'S INSIDE

One of the programs that can strengthen the Indonesian tea market in the global world is by diversifying products, one of which is the development of herbal tea products. Herbal plants in Indonesia are very diverse and are in great demand for their health benefits.

# editor's desk



## A cup of tea makes everything better!

Dear valuable readers,

These days, more people are concern about their health and start healthy lifestyle by choosing natural ingredients in their daily intake. One of the thing that everyone can do is to start drinking herbal teas which are contained with antioxidants and other functional benefits. Many consumers in the world are developing interest toward many kinds of herbal teas. Besides the functional benefits, they also on the hunt for that unique, authentic and surprisingly flavors.

Indonesia as a tropical country, makes our land very ideal for tea plantation. In fact, there are particular plants that can only grow in Indonesia, a beneficial advantage for Indonesia as one of the herbal teas supplier for world market. The impressive growth in herbal teas market over the last few years is an opportunity not to be missed by the business player to expand their businesses to the world market.

In this August edition, Export News will give a glance information about what are the latest issues in this industry including market trend, market opportunity and other important informations. The list of our overseas ITPC and trade attaché and several exporter contacts will also be provided for the readers.

Thank You



Ditjen PEN/MJL/IX//08/2019

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# 04

## Hot Issue

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Kombucha is the new way to  
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Indonesian Trade  
Promotion Center (ITPC)





# HOT ISSUE

**The Fermented Tea:  
Kombucha is the new way to  
drink tea**

Tea is one of the most consumed drinks in the world. Tea is thought to originally from China where tea has been consumed for thousands of years. Around the 16th century, when the Portuguese expanded their power, these drinks were imported into Europe and soon became popular so that the Portuguese and the Dutch decided to establish large-scale tea plantations in their tropical colonies including Indonesia.

There are various types of tea such as green tea, white tea, pu-erh tea, rooibos tea, chamomile tea and so many more. The type of tea which has been a trending for the recent years is Kombucha (pronounced Kom-Boo-Chuh). It is made by fermenting sweetened tea (mostly used with black tea) using a combination of yeasts and bacteria. This mixture of live cultures that starts the fermentation is called SCOBY (Symbiotic Colony Of Bacteria and Yeast).

Kombucha tea has seen the fastest growth among any functional beverages in the past few years. The primary reason for the robust growth of the kombucha tea market has been its numerous health benefits combined with a rising demand among health-conscious consumers, and an increasing disposable income. The health benefits of the drink, which ranges from helping in the detoxification of the body and maintaining a healthy metabolism to contributing to the strengthening of the immune system.

Due to the awareness of healthy living kombucha is growing rapidly especially in the United States, so many range of brand distributed throughout this country. Kombucha is mostly created from fermentation of black tea. This makes the demand for fermented black tea in United States expected to grow. An opportunity that Indonesia's tea exporters can take advantage of to increase sales.





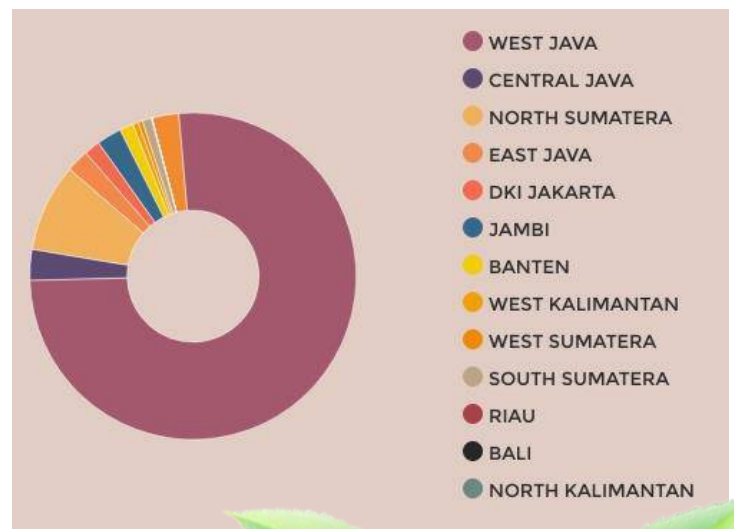
# MARKET REVIEW

Based on the latest data of UN's Food and Agriculture Organization (FAO), by far China is still leading on the tea global production followed by India, Kenya, Srilanka, Turkey, Viet Nam, Indonesia, Argentina, Japan and Iran. In the future, driven by the growing consumption of tea, the global tea industry is expected to grow gradually over the years. The major types of tea available in the market are black tea, green tea, herbal tea and instant tea, all of these are all gaining popularity due to their health benefits and great taste.

While Indonesia has made a name for itself in the coffee industry, the same thing can't be said of its tea counterpart. Despite being the world's seventh-largest global tea producer, tea leaves from Indonesia are more often used as a mix ingredient for average-quality teas and being repackaged then given an international brand.

Indonesia tea production widely spans across the country from North Sumatra, Jambi and all over Java Island. Based on the statistics prepared by DGNED, the top 10 biggest tea exporters in Indonesia Province are produced in West Java, around 76% by 37.250 tons of production in 2018 followed by another province which are North Sumatera (4.281 tons), Central Java (1.496 tons), Jambi (1.199 tons), East Java (1.096 tons), DKI Jakarta (776 tons), Banten (656 tons), South Sumatera (450 tons), West Kalimantan (282 tons) and West Sumatera (211 tons).

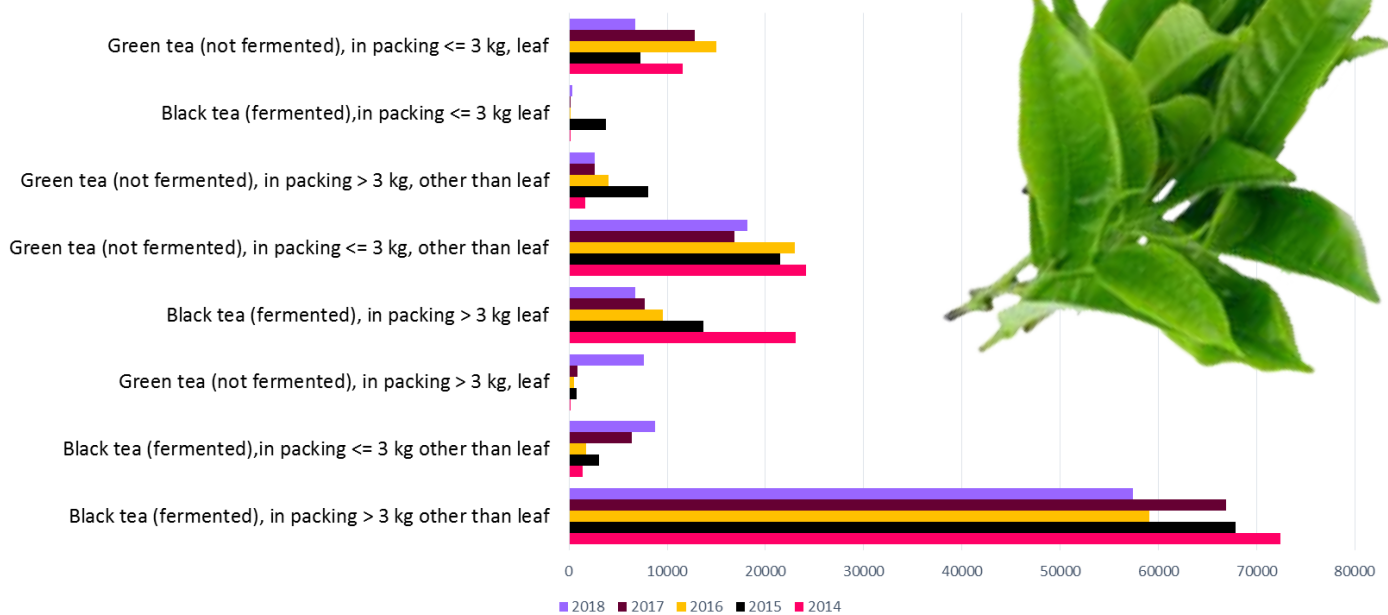
Export Tea by Province



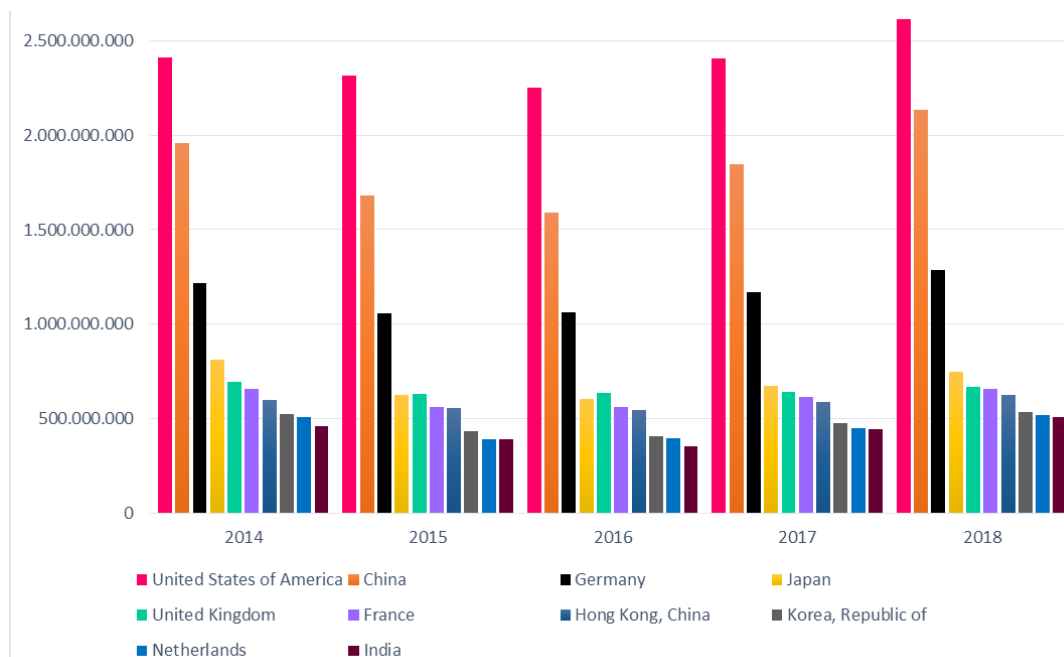
Indonesian tea exported mainly comes from large plantations in the country, both state and private companies, usually produce high-quality or premium tea, while the majority of small farmers are more oriented to the domestic market because the tea produced have lower quality and have a cheaper sales price. These small farmers mostly use old technology and simple farming methods, they usually do not have processing facilities. Many large tea plantations in Indonesia are usually managed by State Owned Company (BUMN), for example Perkebunan Nusantara. Some examples of large private tea farmers are PT. Gunung Subur Sejahtera and PT Gunung Slamet.

Indonesian tea is known for having the highest content of catechins (natural antioxidants) in the world. Most Indonesian tea production is black tea where export for fermented black tea, packing > 3kg other than leaf is always the highest since 2014 though there is a slightly dropped from 2014 to 2018 for about 4,68%. Another types of Indonesia tea is green tea despite the export value was not as high as the black tea where not fermented green tea, packing <= 3 kg other than leaf has export value for 16,8 million USD in 2017, it slightly increase to 18,2 million USD in 2018.

Indonesia Export Tea to the World



The Top 10 Tea's Importer Countries



## MARKET REVIEW

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The overall performance for Indonesia export tea is declining from 2014 to 2018. One of the major constraints hampering the tea industry's growth in Indonesia is a decline in production although the world's demand for tea is growing. This problem is mainly due to the fact that smallholder farmers, who grow the majority of tea plantation owners in Indonesia consider the tea business as no longer profitable. As a result, many tea growers have switched to other crops such as palm oil or vegetables. Nearly half of Indonesia's tea production is exported abroad with the major export destination countries are Malaysia, Russia, United States, Australia and Pakistan.

The tea market is expected to grow in the future. By looking at the imported value in 5 years period (2014-2018) whereas United States, China and Germany are the top three biggest global

importer, followed by Japan, UK, France, Hong Kong, Korea, Netherlands and India. United States has the highest import since 2014 with value of 2,4 billion USD and increase to 2,6 billion USD in 2018. China in 2nd position recorded value of 2,1 billion USD in 2018 and German with 1,3 billion USD.

### SEIZING OPPORTUNITY IN GLOBAL MARKET

It is no doubt that United States of America has the potential market for tea industry. The trade war between US and China has been a long trending news for these past years. Other countries including Indonesia see this is as a momentum that provides more opportunities for tea industry. This is because green tea and black tea from China with packages below 3 kg are likely to be subject to a 25 percent tariff with





this regulation tea from Indonesia could be cheaper when entering US market. The biggest tea market in the US is black fermented tea which are the ingredients for making kombucha tea, this is a very great opportunity for Indonesia tea producer because Indonesia's biggest export is black fermented tea.

Government of Indonesia in this case is Ministry of Trade is committed to help many exporters to increase their export. One of the program to help boost export is by initiating FTA (Free Trade Agreement) or PTA (Preferential Trade Agreement), the recent FTA had been made is with Chile and soon will be implemented on August 2019. One of the benefits from this agreement is Indonesia will get 0% tariff when exporting goods to Chile, this include tea products. Chile could be the door to open another market especially for South America.

One of the programs that can strengthen the Indonesian tea market in the global world is by diversifying products, one of which is the development of herbal tea products. Herbal plants in Indonesia are very diverse and are in great demand for their health benefits. Many consumers in the world are developing interest toward many kinds of herbal teas. The impressive growth in herbal teas market over the last few years is an opportunity not to be missed by the business player to expand their businesses to the world market.



**1. PT FORTUNIUM**

Ruko Mendrisio 2 Blok A30, Gading Serpong, Tangerang

Products:

Green Tea, Black Tea, Cocoa Beans, Whole Or Broken, Raw or Roasted, Oth. Packing Accessories of Aluminium, Coffee, Civet Coffee, White Tea.

**2. PT PAGILARAN**

Jl. Faridan M. Noto No. 11 Kel. Kotabaru - Kec. Gondokusuman, Yogyakarta

Products:

Green Tea, Black Tea.

**3. PT LATRANSA CITRA**

Jl. Shangrila Indah Unit III/83, RT. 06/RW. 03 Ciledug Raya - Petukangan Selatan, Jakarta Selatan

Products:

Green Tea, Cinnamon (Cassia Vera), Cardamoms, Cloves, Saffron, Areca Nuts, Gum, Resin / Damar.

**4. PT HARENDONG GREEN FARM**

Gading Mediterania Residences Blok RK-33/G Tower B, Jl. Boulevard Bukit Gading Raya Tower B - Kelapa Gading Barat, Jakarta Utara

Products:

Green Tea.

**5. PT NATURA LABORATORIA PRIMA**

Jl. Kaji No. 54, Jakarta Pusat

Products:

Green Tea, Essential Oils, Patchouli Oil.

**6. PT KABEPE CHAKRA**

Jl. Bojong Buah Raya No.6A, Bandung

Products:

Green Tea, Black Tea, Tea, White Tea.

**7. CV. ROSEMARITHA**

Jl. Sersan Bajuri No. 35, Bandung

Products:

Green Tea, Spices.

**8. PT KURNIATAMA LESTARI**

Jl. Raya Kaligawe KM 5,6 B 18-B, Kel. Genuksari - Kec. Genuk, Semarang

Products:

Green Tea, Essential Oils, Manicure or Pedicure Preparation, Hair Lacquers.

**9. CV. BUNGA KEMBANG ENTERPRISE**

Puri Anjasmoro M6 No. 5, Semarang

Products:

Green Tea, Kapok.

**10. PT PERKEBUNAN TAMBI**

Jl. Temanggung - Jogonegoro No. 39, Wonosobo

Products:

Green Tea, Black Tea.

**11. PT PERKEBUNAN NUSANTARA XII (PERSERO)**

Jl. Rajawali No. 44, Krembangan, Surabaya

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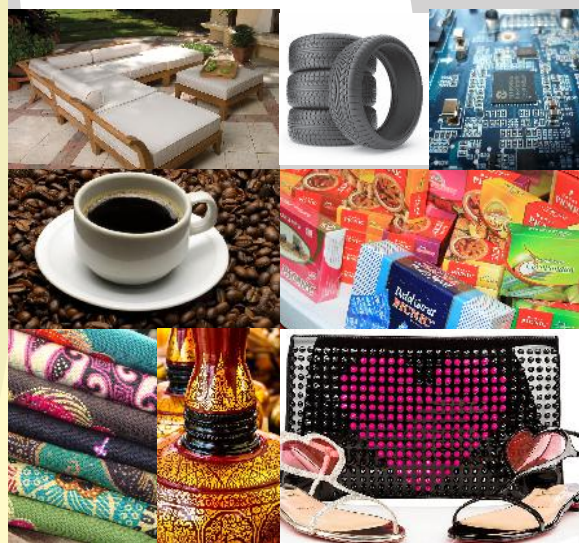
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