

Instant Tea Premix Consumption Market by Form (Powder, Paste, and Granules), Product type, (Cardamom Tea Premix, Ginger Tea Premix, Masala Tea Premix, Lemon Tea Premix, Lemon Grass Tea Premix, and Other Tea Premix), and Distribution Channel (Supermarket/Hypermarket, Specialty Stores, Discount Stores, Convenience Stores, E-Commerce, and Others): Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Instant tea premix serves as an alternative to regular tea, and is frequently used to prepare tea instantly. This type of tea is highly preferred in offices due to its ease of handling and preparation. Rise in preference for ready-made beverages has boosted the popularity of instant tea over the traditional style of consuming tea, as it is quicker to prepare. Their role to regulate blood sugar level, enhance brain functionality, boost metabolism, and provide hydration have notably increased their adoption rate. They are available in the form of powder, paste, and granules; however, powder form of instant tea is preferred among a large consumer base.

The growth of the global instant tea premix market is majorly driven by increase in number of obese & overweight individuals and surge in demand for value-added products. Moreover, the development of distribution channels, including online stores such as Alibaba Inc, Amazon.com Inc., EBay Inc., Wal-Mart Stores Inc. and through convenience stores as well as departmental stores support the growth of the global market. However, volatility in prices of raw materials due to unpredictable weather and increase in trend of instant coffee consumption hamper the growth of the market.

Furthermore, the outbreak of the COVID-19 pandemic led to the disruption of supply chain, which hampered the growth of market, as instant tea is imported from Asian countries to North America and Europe. On the contrary, rise in demand from health-conscious, young population and introduction of new flavors & varieties are anticipated to provide lucrative opportunities for the expansion of the global market during the forecast period.

The major key players profiled in the report study are ITO EN Ltd., The Republic of Tea Inc., the Coca Cola Company, Tata Global beverages, Keurig Green Mountain Inc., Dunkin Brands Group Inc., Pepsico inc., Unilever. Wagh Bakri Tea group, and Nestle S.A..

The instant tea premix consumption market is segmented into form, product type, distribution channel, and region. On the basis of form, the market is segmented into powder, paste and granules. Based on product type, the market is classified into cardamom tea premix, ginger tea premix, masala tea premix, lemon tea premix, lemon grass tea premix, and other tea premix.

Depending on distribution channel, it is fragmented into supermarket/hypermarket, specialty stores, discount stores, convenience stores, e-commerce, and others, which include grocery stores and discount stores.

Key market benefits for stakeholders

The report provides extensive analysis of the current & emerging trends and opportunities in the instant tea premix consumption market.

The report provides detailed qualitative and quantitative analyses of current trends and future estimations, which help to understand the prevailing market opportunities.

A comprehensive analysis of factors that drive and restrict the growth of the instant tea premix consumption market is provided in the study.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential & niche

segments as well as countries exhibiting favorable growth.

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