

Nitro Tea Market By Product Type (Black Nitro Tea, Green Nitro Tea, Herbal Nitro Tea, Others), By Packaging (Cans, Bottles, Kegs), By Distribution Channel (Supermarket/hypermarket, Convenience store, Online Retail, Cafes and Specialty store): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The global nitro tea market was valued at \$242.2 million in 2023, and is projected to reach \$503.7 million by 2035, growing at a CAGR of 6.3% from 2024 to 2035.

Nitro tea is a cold-brewed tea infused with nitrogen gas, resulting in a smooth, creamy texture and a richer flavor profile. Typically served chilled in ready-to-drink formats like cans or bottles, nitro tea features a signature cascading effect when poured, creating a visually captivating presentation. The nitrogen infusion also gives the beverage a velvety mouthfeel, offering a refreshing and distinctive drinking experience. It can be crafted from a variety of tea types—including black, green, white, and herbal—and is often positioned as a functional beverage, boasting natural caffeine and antioxidants derived from the tea leaves.

There is a growing consumer shift toward healthier beverage choices, and nitro tea aligns well with this trend. Today's consumers are increasingly looking for drinks that not only offer refreshments but are also seeking functional benefits such as antioxidants, hydration, and natural energy. With its natural caffeine content and health-enhancing properties derived from various tea types like green tea and herbal blends, nitro tea is well-positioned to capitalize on this demand. In response, brands are innovating with formulations that are low in sugar, made with natural ingredients, and

packed with functional benefits.

The demand for ready-to-drink (RTD) beverages continues to rise, particularly in North America and Europe, driving growth in the nitro tea industry. Consumers are gravitating toward convenient, on-the-go options that suit their fast-paced lifestyles. Typically packaged in cans or bottles, nitro tea delivers a premium and refreshing alternative to traditional sugary sodas and energy drinks. This growing trend has led to increased availability in supermarkets, convenience stores, and cafés—broadening access and boosting nitro tea’s market share.

Despite its increasing popularity, many consumers remain unfamiliar with nitrogen-infused beverages. A key challenge for the industry is educating the market about the unique features of nitro tea—its creamy texture, smooth mouthfeel, and health benefits. In regions where nitro beverages like nitro coffee are still gaining traction, this knowledge gap can limit growth potential and slow market expansion.

As curiosity for novel taste experiences grows, brands have an opportunity to innovate with bold and unique nitro tea flavors. Combining nitro tea with exotic fruits, floral infusions, or superfoods such as matcha and turmeric can attract a broader range of consumers—from traditional tea drinkers to those seeking adventurous, wellness-focused options. This flavor diversity not only enhances appeal but also contributes to the overall growth of the nitro tea market.

Segment Review

The nitro tea market is segmented on the basis of product type, packaging, distribution channel, and region. On the basis of product type, it is categorized into black nitro tea, green nitro tea, herbal nitro tea, and others. On the basis of packaging, it is divided into cans, bottles, and kegs. On the basis of distribution channel, it is fragmented into supermarket/hypermarket, convenience store, online retail, and cafes & specialty stores. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings of the study

By product type, the black nitro tea segment dominated the market in 2023.

By packaging type, the cans segment dominated the market in 2023.

By distribution channel, the supermarket/hypermarket segment dominated the market in 2023.

Region-wise, North America dominated the market in 2023.

The key players profiled in this report include Portal Tea, Starbucks Coffee Company, Minor Figures, East Forged, Rise Brewing Co., Quivr, Novus Tea Ltd., Southmatea, QuantiPerm, LLC, and Bona Fide Nitro Coffee and Tea.

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Consumer Buying Behavior Analysis

Go To Market Strategy

Additional company profiles with specific to client's interest

Key Market Segments

By Product Type

Black Nitro Tea

Green Nitro Tea

Herbal Nitro Tea

Others

By Packaging

Cans

Bottles

Kegs

By Distribution Channel

Supermarket/hypermarket

Covenience store

Online Retail

Cafes and Specialty store

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

United Arab Emirates

South Africa

Argentina

Saudi Arabia

Rest of LAMEA

Key Market Players

Portal Tea

Minor Figures

East Forged

Novus Tea Ltd.

Quivr

QuantiPerm,LLC

Bona Fide Nitro Coffee and Tea

Starbucks Coffee Company

Rise Brewing Co.

Southmatea

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