

North America Green Tea Leaves Market by Type (Matcha, Sencha, Gyokuro, Longjing, and Others), Nature (Organic and Conventional), and Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Food Service, and Others): Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Green tea is derived from the leaves of *Camellia Sinensis* that are not withered and oxidized. Although this tea originated in China, the market is gaining traction worldwide, owing to high polyphenol and antioxidant content. In addition, green tea is the least processed form of tea available in the market, and has been associated with a number of health benefits such as it improves digestion, boosts heart & mental health, and aids in weight loss. Moreover, green tea is known to reduce tumor growth and decrease the damage caused by ultraviolet B (UVB) radiation. Furthermore, green tea consists of large number of bioactive compounds apart from flavonoids such as amino acids, caffeine, lignins, proteins, and xanthines. These maintain cardiovascular health, reduce cholesterol, check DNA damage, enhance metabolism, prevent cancer, promote neurological health, and more.

The ongoing COVID-19 pandemic has had a negative impact on the overall growth of the North America green tea leaves market. The negative impact on the growth of green tea leaves market is attributed to the issues in the supply chain and transportation. Though there have been problems in the market from the supply side, the demand of the green tea leaves in North America remains somewhat the same. Moreover, the demand for this beverage is expected to grow in the future, owing to increase in popularity of immunity boosting drinks worldwide.

The usage of green tea outside of Japan wasn't very popular in the last decade but, as the cross-cultural interaction among western population in the Asia-Pacific increased, the usage of green tea in western economies such as Europe and North America witnessed an upsurge in growth and adoption. Furthermore, the beneficial properties of this tea made it very popular among the fitness community in the North American region which further boosted the growth of this industry in that region.

The growth of the North America green tea leaves market is driven by increase in health-related concerns of people, which is shifting their attention from carbonated drinks to healthier beverages such as tea. Furthermore, rise in caf? culture, surge in disposable income, change in tastes of people, and introduction of additional healthy ingredients in tea by different market players are some other factors that drive the growth of the market.

However, increase in cost of raw materials due to unpredictable weather, high cost of production, and increase in trend of coffee consumption are expected to hamper the growth of market during the forecast period. On the contrary, surge in demand from health-conscious, young population and introduction of new flavors & varieties are anticipated to provide lucrative opportunities for expansion of the North America market.

The report segments the market based on type, nature, distribution channel, and region. By type, the market is divided into Matcha, Sencha, Gyokuro, Longjing, and others. On the basis of nature, it is fragmented into organic and conventional. By distribution channel, it is categorized into supermarkets/hypermarkets, specialty stores, food service, & others. Country wise, the North America green tea leaves market is analyzed across the U.S., Canada, and Mexico.

The major strategies adopted by key players to expand their business include new product launches and business expansion. The key players profiled in the report are Harney And Sons, Matchabar, Chacha Matcha, Matchaful, Mizubatea Co., Aiya Matcha, Encha, Kettl Tea, ITO-EN, Hibiki-An, In Pursuit Of Tea, Mariage Freres, and Rishi Tea.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019 to 2027 to identify the prevailing tea market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier–buyer network.

In-depth analysis of the size and segmentation assists in determining the prevailing market opportunities.

The major countries in each region are mapped according to their revenue contribution to the industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the tea industry.

KEY MARKET SEGMENTATION

By Type

Matcha

Sencha

Gyokuro

Longjing

Others

By Nature

Organic

Conventional

By Distribution Channel

Supermarkets/Hypermarkets

Specialty stores

Food service

Others

By Region

North America

U.S.

Canada

Mexico

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