

# **Global Tea Market (2021 Edition) – Analysis By Type (Green, Black, Oolong, Herbal, Others), Packaging Type, Distribution Channel, By Region, By Country: Market Insights and Forecast with Impact of COVID-19 (2021-2026)**

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## **Abstracts**

### **EXECUTIVE SUMMARY**

The Global Tea Market was valued at USD 21.9 billion in the year 2020. With the increased demand of tea in highly populated countries such as China and India, the growth rate of tea market is increasing and is expected to grow further in upcoming years. Millennial tea lovers are not content merely with the regular hot tea, green or iced tea as they aspire to go beyond and explore the beverage as a treasure of taste and fragrances. Hence, the tea market is driven by premiumization as the industry is witnessing a shift from black tea to flavoured tea with specialised tea shops initiating a trend of out of home tea consumption.

However, black Tea segment will continue to hold a major share of the Global Tea Market because of its major health benefits such as antioxidants that help block DNA damage associated with tobacco or other toxic chemicals. These antioxidants are different from those obtained from fruits and vegetables and therefore as a regular part of daily diet they can provide additional benefits towards a healthy lifestyle.

Asia pacific region is anticipated to grow enormously in the market on account of increasing tea culture and rising demand of tea from millennials. Furthermore, the presence of some key market players in the region also supports the market growth in this region throughout the forecast period and beyond. APAC will offer several growth opportunities to market players during the forecast period. The growing population of

middle-income group and rising demand from youth population along with increasing rate of tea production in developing countries such as China and India will significantly drive Tea market growth in this region over the forecast period.

Further, the demand for purchasing tea from Supermarkets is comparatively higher as compared to other distribution channel in this category, globally. But due to increasing use of internet, people are preferring online platforms to purchase tea which is likely to accelerate tea market growth in forecast period.

## **SCOPE OF THE REPORT**

The report analyses the Tea Market by value (USD Million).

The report analyses the Tea Market by volume (Thousand Tonnes).

The report presents the analysis of Tea market for the historical period of 2016-2020 and the forecast period of 2021-2026.

The report analyses the Tea Market by Type (Green Tea, Black Tea, Oolong Tea, Herbal Tea, Other).

The report analyses the Tea Market by Packaging (Tin Box, Cardboard Box, Paper Pouch, Plastic Container).

The report analyses the Tea Market by Distribution Channel (Supermarkets, Specialty Stores, Online).

The Global Tea Market has been analysed by countries (United States, Canada, United Kingdom, Germany, Italy, Spain, China, Japan, India, Turkey).

The key insights of the report have been presented through the frameworks of SWOT and Porter's Five Forces Analysis. Also, the attractiveness of the market has been presented by region, by type, by Packaging, by Distribution Channel.

Also, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The report tracks competitive developments, strategies, mergers and acquisitions and new product development. The companies analysed in the

report include Associated British Foods, Unilever, Nestle, ITO EN Inc., Hain Celestial Group, Davids Tea, Mcleod Russel India Ltd, Tata Global Beverages, Kusmi Tea, Tea Forte.

## **KEY TARGET AUDIENCE**

Tea Industry Vendors

Consulting and Advisory Firms

Government and Policy Makers

Regulatory Authorities

## Contents

### **1. REPORT SCOPE AND METHODOLOGY**

- 1.1 Scope of the Report
- 1.2 Research Methodology
- 1.3 Executive Summary

### **2. STRATEGIC RECOMMENDATIONS**

### **3. GLOBAL TEA MARKET: PRODUCT OVERVIEW**

### **4. GLOBAL TEA MARKET: AN ANALYSIS (2016-2026)**

- 4.1 Market Size, By Value, 2016-2026
- 4.2 Market Size, By Volume, 2016-2026
- 4.3 Impact of COVID-19 on Global Tea Market
- 4.4 Global Economic & Industrial Outlook

### **5. GLOBAL TEA MARKET: SEGMENTAL ANALYSIS (2016-2026)**

- 5.1 Global Tea Market by Type
- 5.2 Competitive Scenario of Global Tea Market– By Type
- 5.3 By Green Tea, By Value (USD Million), 2016-2026
- 5.4 By Black Tea, By Value (USD Million), 2016-2026
- 5.5 By Oolong Tea, By Value (USD Million), 2016-2026
- 5.6 By Herbal Tea, By Value (USD Million), 2016-2026
- 5.7 By Other, By Value (USD Million), 2016-2026

### **6. GLOBAL TEA MARKET BY PACKAGING: AN ANALYSIS (2016-2026)**

- 6.1 Global Tea Market: Segment Analysis
- 6.2 Competitive Scenario of Global Tea Market– By Packaging
- 6.3 By Tin Box, By value (USD Million), 2016-2026
- 6.4 By Cardboard Box, By Value (USD Million), 2016-2026
- 6.5 By Paper Pouch, By Value (USD Million), 2016-2026
- 6.6 By Plastic Containers, By Value (USD Million), 2016-2026

### **7. GLOBAL TEA MARKET BY DISTRIBUTION CHANNEL**

- 7.1 By Supermarkets, By value (USD Million) 2016-2026
- 7.2 By Specialty Stores, By value (USD Million) 2016-2026
- 7.3 By Online, By value (USD Million) 2016-2026

## **8. NORTH AMERICA TEA MARKET: AN ANALYSIS (2016-2026)**

- 8.1 North America Tea Market By Value: Size and Forecast (2016-2026)
- 8.2 North America Tea Market By Volume: Size and Forecast (2016-2026)
- 8.3 North America Economic & Industrial Outlook
- 8.4 North America Tea Market: Prominent Companies
- 8.5 North America Tea Market by Type, By Value
- 8.6 North America Tea Market by Packaging, By Value
- 8.7 North America Tea Market by Distribution Channel, By Value
- 8.8 North America Tea Market: Country Analysis
- 8.9 Market Opportunity Chart of North America Tea Market– By Country, By Value
- 8.10 Competitive Scenario of North America Tea Market– By Country
- 8.11 United States Tea Market: Country Analysis
- 8.12 United States Tea Market by Type, by Packaging, by Distribution Channel
- 8.13 United States Economic & Industrial Outlook
- 8.14 Canada Tea Market: Size and Forecast (2016-2026)
- 8.15 Canada Tea Market by Type, by Packaging, by Distribution Channel
- 8.16 Canada Economic & Industrial Outlook

## **9. EUROPE TEA MARKET: AN ANALYSIS (2016-2026)**

- 9.1 Europe Tea Market by value: Size and Forecast (2016-2026)
- 9.2 Europe Tea Market by volume: Size and Forecast (2016-2026)
- 9.3 Europe Economic and Industrial Outlook
- 9.4 Europe Tea Market: Prominent Companies
- 9.5 Market Segmentation By Type (Green Tea, Black Tea, Oolong Tea, Herbal Tea, Other)
- 9.6 Market Segmentation By Packaging (Tin Box, Cardboard Box, Paper Pouch, Plastic Container)
- 9.7 Market Segmentation by Distribution Channel (Supermarkets, Specialty Stores, Online, By Value)
- 9.8 Europe Tea Market: Country Analysis
- 9.9 Market Opportunity Chart of Europe Tea Market - By Country, By Value (Year-2026)
- 9.10 Competitive Scenario of Europe Tea Market– By Country

- 9.11 United Kingdom Tea Market: Size and Forecast (2016-2026)
- 9.12 United Kingdom Tea Market by Type, by Packaging, by Distribution Channel
- 9.13 United Kingdom Economic & Industrial Outlook
- 9.14 Germany Tea Market: Size and Forecast (2016-2026)
- 9.15 Germany Tea Market Segmentation by Type, by Packaging, by Distribution Channel (2016-2026)
- 9.16 Germany Economic & Industrial Outlook
- 9.17 Italy Tea Market: Size and Forecast (2016-2026)
- 9.18 Italy Tea Market Segmentation By Type, by Packaging, by Distribution Channel (2016-2026)
- 9.19 Italy Economic & Industrial Outlook
- 9.20 Spain Tea Market: Size and Forecast (2016-2026)
- 9.21 Spain Tea Market Segmentation By Type, by Packaging, by Distribution Channel (2016-2026)
- 9.22 Spain Economic & Industrial Outlook

## **10. ASIA PACIFIC TEA MARKET: AN ANALYSIS (2016-2026)**

- 10.1 Asia Pacific Tea Market by value: Size and Forecast (2016-2026)
- 10.2 Asia Pacific Tea Market by volume: Size and Forecast (2016-2026)
- 10.3 Asia Pacific Economic and Industrial Outlook
- 10.4 Asia Pacific Tea Market: Prominent Companies
- 10.5 Market Segmentation By Type (Green Tea, Black Tea, Oolong Tea, Herbal Tea, Other)
- 10.6 Market Segmentation By Packaging (Tin Box, Cardboard Box, Paper Pouch, Plastic Container)
- 10.7 Market Segmentation by Distribution Channel (Supermarkets, Specialty Stores, Online, By Value)
- 10.8 Asia Pacific Tea Market: Country Analysis
- 10.9 Market Opportunity Chart of Asia Pacific Tea Market - By Country, By Value (Year-2026)
- 10.10 Competitive Scenario of Asia Pacific Tea Market– By Country (2020 & 2026)
- 10.11 China Tea Market: Size and Forecast (2016-2026)
- 10.12 China Tea Market Segmentation By Type, by Packaging, by Distribution Channel (2016-2026)
- 10.13 China Economic & Industrial Outlook
- 10.14 Japan Tea Market: Size and Forecast (2016-2026)
- 10.15 Japan Tea Market Segmentation By Type, by Packaging, by Distribution Channel (2016-2026)

- 10.16 Japan Economic & Industrial Outlook
- 10.17 India Tea Market: Size and Forecast (2016-2026)
- 10.18 India Tea Market Segmentation By Type, by Packaging, by Distribution Channel (2016-2026)
- 10.19 India Economic & Industrial Outlook

## **11. LAMEA TEA MARKET: AN ANALYSIS (2016-2026)**

- 11.1 LAMEA Tea Market by value: Size and Forecast (2016-2026)
- 11.2 LAMEA Tea Market by volume: Size and Forecast (2016-2026)
- 11.3 LAMEA Economic and Industrial Outlook
- 11.4 LAMEA Tea Market: Prominent Companies
- 11.5 Market Segmentation By Type (Green Tea, Black Tea, Oolong Tea, Herbal Tea, Other)
- 11.6 Market Segmentation By Packaging (Tin Box, Cardboard Box, Paper Pouch, Plastic Container)
- 11.7 Market Segmentation By Distribution Channel (Supermarkets, Specialty Stores, Online, By Value)
- 11.8 LAMEA Tea Market: Country Analysis
- 11.9 Market Opportunity Chart of LAMEA Tea Market - By Country, By Value (Year-2026)
- 11.10 Competitive Scenario of LAMEA Tea Market– By Country (2020 & 2026)
- 11.11 Turkey Tea Market: Size and Forecast (2016-2026)
- 11.12 Turkey Tea Market Segmentation By Type, by Packaging, by Distribution Channel (2016-2026)
- 11.13 Turkey Economic & Industrial Outlook

## **12. GLOBAL TEA MARKET DYNAMICS**

- 12.1 Global Tea Market Drivers
- 12.2 Global Tea Market Restraints
- 12.3 Global Tea Market Trends

## **13. MARKET ATTRACTIVENESS AND STRATEGIC ANALYSIS**

- 13.1 Market Attractiveness Chart of Global Tea Market - By Type (Year 2026)
- 13.2 Market Attractiveness Chart of Global Tea Market – By Packaging (Year 2026)
- 13.3 Market Attractiveness Chart of Global Tea Market - By Distribution Channel (Year 2026)

#### 13.4 Market Attractiveness Chart of Global Tea Market - By Region (Year 2026)

### **14. COMPETITIVE LANDSCAPE**

14.1 Market Share of global leading companies

14.2 SWOT Analysis– Global Tea Market

14.3 Porter Five Forces Analysis-Global Tea Market

### **15. COMPANY PROFILES (BUSINESS DESCRIPTION, FINANCIAL ANALYSIS, BUSINESS STRATEGY)**

15.1 Associated British Foods

15.2 Unilever

15.3 Nestle

15.4 ITO EN INC.

15.5 Hain Celestial Group

15.6 Davids Tea

15.7 Mcleod Russel India Ltd

15.8 Tata Global Beverages

15.9 Kusmi Tea

15.10 Tea Forte



## List Of Figures

### LIST OF FIGURES

Figure 1: Global Tea Market Size, By Value, 2016-2026 (USD Million)

Figure 2: Global Tea Market Size, By Value, 2016-2026 (Thousand Tonnes)

Figure 3: Global Per Capita Tea Consumption (in kgs) 2018

Figure 4: Global Per capita income (USD thousand), 2015-2019

Figure 5: Global GDP (USD Trillion), 2015-2019

Figure 6: Global Tea Producers (in tons) as of 2020, by Countries

Figure 7: Global Internet penetration rate (%) as of Jan 2021, by region

Figure 8: Global Tea Market- By Type Market Share, 2020 & 2026

Figure 9: Global Tea Market- By Type, By Green Tea, By Value (USD Million), 2016-2026

Figure 10: Global Tea Market- By Service Type, By Black tea, By Value (USD Million), 2016-2026

Figure 11: Global Tea Market- By Type, By Oolong Tea, By Value (USD Million), 2016-2026

Figure 12: Global Tea Market- By Type, By Herbal Tea, By Value (USD Million), 2016-2026

Figure 13: Global Tea Market- By Type, By Other, By Value (USD Million), 2016-2026

Figure 14: Global Tea Market- By Packaging Market Share, 2020 & 2026

Figure 15: Global Tea Market- By Business Model, By Tin Box (USD Million), 2016-2026

Figure 16: Global Tea Market- By Packaging, By Cardboard Box, By Value (USD Million), 2016-2026

Figure 17: Global Tea Market- By Packaging, By Paper Pouch, By Value (USD Million), 2016-2026

Figure 18: Global Tea Market- By Packaging, By Plastic Container, By Value (USD Million), 2016-2026

Figure 19: Global Tea Market- By Distribution Channel Market Share, 2020 & 2026

Figure 20: Global Tea Market- By Distribution Channel, By Supermarkets, By Value, (USD Million), 2016-2026

Figure 21: Global Tea Market- By Distribution Channel, By Specialty Stores, By Value, (USD Million), 2016-2026

Figure 22: Global Tea Market- By Distribution Channel, By Online, By Value, (USD Million), 2016-2026

Figure 23: Global Tea Market- By Region Market Share, 2020 & 2026

Figure 24: North America Tea Market Size, By Value, 2016-2026 (USD Million)

- Figure 25: North America Tea Market Size, By Volume, 2016-2026 (Thousand tonnes)
- Figure 26: North America GDP, value (USD Trillion), 2015-19
- Figure 27: North America Population (annual growth %), 2014-19
- Figure 28: North America Urban Population (% of total population), 2015-2019
- Figure 29: North America per capita income (USD Thousand), 2015-2019
- Figure 30: North America Tea Market- By Type, By Value (USD Million), 2016-2026
- Figure 31: North America Tea Market- By Packaging, By Value (USD Million), 2016-2026
- Figure 32: North America Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026
- Figure 33: Market Opportunity Chart of North America Tea Market- By Country, By Value (Year-2026)
- Figure 34: North America Tea Market- By Country Market Share, 2020 & 2026
- Figure 35: United States Tea Market Size, By Value, 2016-2026 (USD Million)
- Figure 36: United States Tea Market- By Type, By Value (USD Million), 2016-2026
- Figure 37: United States Tea Market- By Packaging, By Value (USD Million), 2016-2026
- Figure 38: United States Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026
- Figure 39: United States GDP (USD Trillion), 2014-19
- Figure 40: United States Per capita (USD thousand), 2015-19
- Figure 41: United States Urban Population (% of total population), 2015-19
- Figure 42: United States Tea Consumption by age group(% of total population), 2018
- Figure 43: Percentage share of Income Level Groups in United States, 2018
- Figure 44: United States Age group distribution (in Millions), 2020
- Figure 45: Canada Tea Market Size, By Value, 2016-2026 (USD Billion)
- Figure 46: Canada Tea Market- By Type, By Value (USD Million), 2016-2026
- Figure 47: Canada Tea Market- By Packaging, By Value (USD Million), 2016-2026
- Figure 48: Canada Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026
- Figure 49: Canada Urban Population (% of total population), 2014-2019
- Figure 50: Canada GDP (USD Trillion), 2014-19
- Figure 51: Canada per capita (USD thousand), 2015-19
- Figure 52: Canada age distribution (% of total population), 2018
- Figure 53: Percentage share of Income Level Groups in Canada, 2015
- Figure 54: Tea Consumption Pattern in Canada, 2018
- Figure 55: Canada Internet Users (in Millions), 2015-19
- Figure 56: Canada Individuals Using the Internet, 2014 – 2017 ( In % of Population)
- Figure 57: Europe Tea Market Size, By Value, 2016-2026 (USD Billion)
- Figure 58: Europe Tea Market Size, By Volume, 2016-2026 (Thousand tonnes)

Figure 59: European Union urban population (% of total population), 2015-2019

Figure 60: EU GDP (USD Trillion) 2015-19

Figure 61: Per capita (USD thousand), 2015-19

Figure 62: Number of Smartphone Users in Western Europe, 2014-2019 (in million)

Figure 63: Europe Tea Market- By Type, By Value (USD Million), 2016-2026

Figure 64: Europe Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 65: Europe Tea Market- By Distribution Channel, (USD Million), 2016-2026

Figure 66: Market Opportunity Chart of Europe Tea Market- By Country, By Value (Year-2026)

Figure 67: Europe Tea Market- By Country Market Share, 2020 & 2026

Figure 68: United Kingdom Tea Market Size, By Value, 2016-2026 (USD Million)

Figure 69: United Kingdom Tea Market- By Type, By Value (USD Million), 2016-2026

Figure 70: United Kingdom Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 71: United Kingdom Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026

Figure 72: United Kingdom GDP (USD Trillion), 2015-19

Figure 73: Consumption of Black tea by Age Groups in UK (% of total population), 2015-19

Figure 74: United Kingdom Per capita (USD thousand), 2015-19

Figure 75: Percentage share of Income Level Groups in United Kingdom, 2015

Figure 76: United Kingdom Age group distribution (USD Million), 2020

Figure 77: United Kingdom Individuals Using Internet, 2014 – 2018 (In % of Population)

Figure 78: Germany Tea Market Size, By Value, 2016-2026 (USD Million)

Figure 79: Germany Tea Market- By Type, By Value (USD Million), 2016-2026

Figure 80: Germany Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 81: Germany Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026

Figure 82: Germany GDP (Current USD Trillion), 2015-2019

Figure 83: Import of Tea in Germany (by countries), 2020

Figure 84: Germany Per capita (USD thousand), 2015-2019

Figure 85: Percentage share of Income Level Groups in Germany, 2015

Figure 86: Germany smartphone user penetration rate (%), 2018-2024E

Figure 87: Number of Internet Users in Germany, 2014-2019 (in million)

Figure 88: Percentage share of Income Level Groups in Germany, 2015

Figure 89: Germany Individuals Using Internet, 2014– 2018 (In % of Population)

Figure 90: Italy Tea Market Size, By Value, 2016-2026 (USD Million)

Figure 91: Italy Tea Market- By Type, By Value (USD Million), 2016-2026

Figure 92: Italy Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 93: Italy Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026

Figure 94: Italy GDP (Current USD Trillion), 2015-2019

Figure 95: Italy Major Tea Export Destinations (By countries), 2018

Figure 96: Italy Per capita (USD thousand), 2015-2019

Figure 97: Italy Income Distribution (% of total population), 2018

Figure 98: Italy Age Group Distribution (% of total population), 2018

Figure 99: Spain Tea Market Size, By Value, 2016-2026 (USD Million)

Figure 100: Spain Tea Market- By Type, By Value (USD Million), 2016-2026

Figure 101: Spain Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 102: Spain Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026

Figure 103: Spain GDP (Current USD Trillion), 2015-2019

Figure 104: Spain Urban Population (% of total population), 2015-19

Figure 105: Spain Per capita (USD thousand), 2015-2019

Figure 106: Spain Income Distribution (% of total population), 2018

Figure 107: Asia Pacific Tea Market Size, By Value, 2016-2026 (USD Million)

Figure 108: Asia Pacific Tea Market Size, By Volume, 2016-2026 (Thousand Tonnes)

Figure 109: East Asia & Pacific GDP Growth rate, 2014-2019 (%)

Figure 110: East Asia & Pacific GDP (USD Trillion), 2015-2019 (%)

Figure 111: East Asia & Pacific Urban Population (% of total population), 2015-2019

Figure 112: Asia Pacific Internet Penetration, 2017-2020 ( in %)

Figure 113: Smartphone User Penetration in Asia Pacific, 2014-2019 (%)

Figure 114: Asia Pacific Tea Market- By Type, By Value (USD Million), 2016-2026

Figure 115: Asia Pacific Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 116: Asia Pacific Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026

Figure 117: Market Opportunity Chart of APAC Tea Market- By Country, By Value (Year-2026)

Figure 118: APAC Tea Market- By Country Market Share, 2020 & 2026

Figure 119: China Tea Market Size, By Value, 2016-2026 (USD Million)

Figure 120: China Tea Market- By Type, By Value (USD Million), 2016-2026

Figure 121: China Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 122: China Tea Market- By Cuisine Type, By Value (USD Billion), 2016-2026

Figure 123: China GDP (Current USD Trillion), 2015-2019

Figure 124: Age distribution of tea consumers in China (% of total population), 2015-19

Figure 125: China per capita (USD thousand), 2015-2019

Figure 126: China Income Distribution (% of total population), 2018

Figure 127: Penetration of Internet Users in China, By Age Group 2014-2018 (in Million)

- Figure 128: Penetration of Internet Users in China, 2014-2019 (%)
- Figure 129: Number of Internet Users in China, 2014-2019 (in million)
- Figure 130: Japan Tea Market Size, By Value, 2016-2026 (USD Million)
- Figure 131: Japan Tea Market- By Type, By Value (USD Million), 2016-2026
- Figure 132: Japan Tea Market- By Packaging, By Value (USD Million), 2016-2026
- Figure 133: Japan Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026
- Figure 134: Japan GDP (Current USD Trillion), 2015-2019
- Figure 135: Japan per capita (USD thousand), 2015-19
- Figure 136: Japan Urban Population (% of total population), 2015-19
- Figure 137: Japan Income Distribution (% of total population), 2018
- Figure 138: Smartphone user penetration rate among the population in Japan (%)
- Figure 139: Japan Internet penetration rate (%), 2014-2018
- Figure 140: Number of Internet Users in Japan, 2014-2018 (in million)
- Figure 141: India Tea Market Size, By Value, 2016-2026 (USD Billion)
- Figure 142: India Tea Market- By Type, By Value (USD Million), 2016-2026
- Figure 143: India Tea Market- By Packaging, By Value (USD Million), 2016-2026
- Figure 144: India Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026
- Figure 145: India GDP (Current USD Trillion), 2015-2019
- Figure 146: India per capita (USD thousand), 2015-19
- Figure 147: India Urban population (% of total population), 2015-2019
- Figure 148: India Income Distribution (% of total population), 2018
- Figure 149: LAMEA Tea Market Size, By Value, 2016-2026 (USD Million)
- Figure 150: LAMEA Tea Market Size, By Volume, 2016-2026 (USD Million)
- Figure 151: GDP of Middle East & North Africa (USD Trillion), 2015-2019
- Figure 152: Urban Population of Middle East & North Africa (% of Total Population), 2015-2019
- Figure 153: Latin America GDP (USD Trillion), 2015-2019
- Figure 154: Urban Population of Latin America (% of Total Population), 2013-2018
- Figure 155: LAMEA Tea Market- By Type, By Value (USD Million), 2016-2026
- Figure 156: LAMEA Tea Market- By Packaging, By Value (USD Million), 2016-2026
- Figure 157: LAMEA Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026
- Figure 158: Market Opportunity Chart of LAMEA Tea Market- By Country, By Value (Year-2026)
- Figure 159: LAMEA Tea Market- By Country Market Share, 2020 & 2026
- Figure 160: Turkey Tea Market Size, By Value, 2016-2026 (USD Million)
- Figure 161: Turkey Tea Market- By Type, By Value (USD Million), 2016-2026



Figure 162: Turkey Tea Market- By Packaging, By Value (USD Million), 2016-2026

Figure 163: Turkey Tea Market- By Distribution Channel, By Value (USD Million), 2016-2026

Figure 164: Turkey GDP (Current USD Billion), 2015-2019

Figure 165: Turkey Urban Population (% of total population), 2015-19

Figure 166: Turkey Per capita (USD thousand) 2015-19

Figure 167: Turkey Income Distribution (% of total population), 2018

Figure 168: Market Attractiveness Chart of Global Tea Market- By Type (Year-2026)

Figure 169: Market Attractiveness Chart of Global Tea Market- By Packaging (Year-2026)

Figure 170: Market Attractiveness Chart of Global Tea Market- By Distribution Channel(Year-2026)

Figure 171: Market Attractiveness Chart of Global Tea Market- By Region (Year-2026)

Figure 172: Global Tea company market share (%), 2020

Figure 173: Associated British Foods Sales Revenues, 2016-2020 (USD Million)

Figure 174: Associated British Foods Net Earning, 2016-2020 (USD Million)

Figure 175: Associated British Foods, Revenues, By Operating Segment (%), FY2020

Figure 176: Associated British Foods, Revenues, By Geographical Segment (%), FY2020

Figure 177: Unilever Company Sales Revenues, 2016-2020 (USD Million)

Figure 178: Unilever Company Net Income, 2016-2020 (USD Million)

Figure 179: Unilever Company Revenues, By Business Segment (%), FY2020

Figure 180: Unilever Company Revenues, By Geographical Segment (%), FY2020

Figure 181: Nestle Sales Revenues, 2016-2020 (USD Million)

Figure 182: Nestle Net Income, 2016-2020 (USD Million)

Figure 183: Nestle Revenues, By Business Segment (%), FY2020

Figure 184: Nestle Revenues, By Geographical Segment (%), FY2020

Figure 185: ITO EN Inc. Sales Revenues, 2016-2020 (USD Million)

Figure 186: ITO EN Inc. Net Income, 2016-2020 (USD Million)

Figure 187: ITO EN Inc. Revenues, By Business Segment (%), FY2019

Figure 188: ITO EN Inc. Revenues, By Business Segment (%), FY2020

Figure 189: Hain Celestial Group Sales Revenues, 2016-2020 (USD Million)

Figure 190: Hain Celestial Group Net Profit, 2016-2020 (USD Million)

Figure 191: Hain Celestial Group, By Business Segment (%), FY2020

Figure 192: Hain Celestial Group, By Geographical Segment (%), FY2020

Figure 193: Davids Tea Sales Revenues, 2016-2020 (USD Million)

Figure 194: Davids Tea Net Loss, 2016-2020 (USD Million)

Figure 195: Davids Tea, By Business Segment (%), FY2020

Figure 196: Davids Tea, By Geographical Segment (%), FY2020

Figure 197: Mcleod Russel India Ltd Sales Revenues, 2016-2020 (USD Million)

Figure 198: Mcleod Russel India Ltd. Net Profit, 2016-2020 (USD Million)

Figure 199: Mcleod Russel India Ltd., By Geographical Segment (%), FY2020

Figure 200: Mcleod Russel India Ltd., By Geographical Segment (%), FY2019

Figure 201: Tata Consumer Products Limited Sales Revenues, 2016-2020 (USD Million)

Figure 202: Tata Consumer Products Limited Net Profit, 2016-2020 (USD Million)

Figure 203: Tata Consumer Products Limited, By Operating Segment (%), FY2020

Figure 204: Tata Consumer Products Limited, By Operating Segment (%), FY2019

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