

Global Hemp Tea Market Size Study, by Distribution Channel (Online/Direct-to-Consumer, Convenience Stores, Others) and Regional Forecasts 2023-2032

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Abstracts

The Global Hemp Tea Market was valued at USD 83.58 million in 2023 and is anticipated to grow at a CAGR of 21.95%. Hemp tea, an herbal infusion derived from the hemp plant's various parts, including buds, leaves, stems, flowers, and seeds, is gaining significant traction globally. The distinctive earthy and slightly bitter taste, coupled with the relaxing scent of hemp tea, enhances its appeal. Harvesting techniques focus on preserving a substantial number of antioxidants and CBD (cannabidiol) to maximize the health benefits offered by hemp tea. Furthermore, manufacturers and research institutions are increasingly developing hemp-based products to cater to the growing consumer demand for fresh flavours and locally sourced beverages. Strategic initiatives such as product launches, mergers and acquisitions, partnerships, and collaborations by key market players are expected to create substantial growth opportunities for the Hemp Tea Market during the forecast period 2024-2032.

Rising consumer interest in natural and plant-based beverages is driving the market expansion. Hemp tea offers numerous health benefits, including reducing blood pressure, alleviating anxiety, and combating depression. It is also a rich source of antioxidants, vitamins, and minerals, which contribute to overall health improvement. The analgesic, anti-inflammatory, and anti-anxiety properties of hemp tea make it a preferred choice among health-conscious consumers, further bolstering market growth. The surge in demand for hemp-based products, propelled by the global popularity of plant-based superfoods, is accelerating product development within the hemp tea market. Increased awareness of hemp's health benefits and the rising trend of veganism are significant factors driving market growth. However, misconceptions associating hemp tea with euphoric cannabis products and stringent government regulations in various countries may restrain market expansion.

The key regions considered for the Global Hemp Tea Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. In 2023, North America dominates the Hemp Tea Market in 2023, driven by the rising demand for plant-based beverages that promote good health, weight reduction, and immune system enhancement. Market players in this region are focusing on product innovations to meet the growing demand for new beverage flavours. Furthermore, Asia-Pacific expected to witness the highest growth rate during the forecast period due to increasing awareness of hemp tea's health benefits. Innovations by market players, higher spending on product development, and expansion of distribution networks are key factors driving demand in this region.

The major players in the hemp tea market include:

ItsHemp
Willie's Remedy
Clipper Teas
Buddha Teas
Traditional Medicinals
The Tea Can Company
Cannabiniers
Colorado Harvest Company
Charlotte's Web
Green Roads

The detailed segments and sub-segment of the market are explained below:

By Distribution Channel:

Online/Direct-to-Consumer
Convenience Stores
Others

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain

Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico
Rest of Latin America

Middle East & Africa
Saudi Arabia
South Africa
RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Benefits for Stakeholders

Comprehensive analysis of the global hemp tea market trends and forecasts.

Detailed insights into key drivers, restraints, and opportunities.

Analysis of the competitive scenario and market potential for strategic planning.

In-depth segmentation analysis to identify prevailing market opportunities.

Geographical mapping of major revenue-contributing countries.

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