

Global Instant Tea Premix Consumption Market Size study, by Form (Powder, Paste and Granules), Product Type (Cardamom Tea Premix, Ginger Tea Premix, Masala Tea Premix and Others), Distribution Channel (Supermarket/Hypermarket, Specialty Stores, Discount Stores and Others) and Regional Forecasts 2020-2027

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Abstracts

Global Instant Tea Premix Consumption Market is valued approximately at USD 1.4 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 6.8% over the forecast period 2020-2027. Instant Tea Premix Consumption is a type of regular tea alternative which is used to prepare tea within a short duration. It is majorly preferred in offices as it is feasible to handle and prepare. They are mixed with milk or water to boost the overall metabolism, refreshment and provide long-lasting hydration. Their longer shelf life and cheaper costs make them attractive in the market. Further, increase in health-conscious awareness among people, urbanization, busy lifestyles and new varieties of products have led the adoption of Instant Tea Premix Consumption across the forecast period. For Instance: In June 2019, Sariwangi – an Indonesian tea brand of Unilever –launched its new 3-in-1 instant tea premix products. In November 2019, Ajinomoto General Foods Inc. partnered with Accenture plc, a global tech leader in Japan. Their joint venture will improve their operational efficiency through process automation and instrumentation technologies. However, increase in coffee consumption, non-consumption of caffeine and volatility in prices of raw materials due to unpredictable climatic conditions impedes the growth of the market over the forecast period of 2020-2027. Also, with the increasing in demand for herbal tea and introduction of new flavors & varieties of instant tea premix, the adoption & demand for Instant Tea Premix Consumption is likely to increase.

The regional analysis of global Instant Tea Premix Consumption market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the growing geriatric population, positive economic trends and preference over health-conscious products. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, increasing awareness among people about health and improving living standards would create lucrative growth prospects for the Instant Tea Premix Consumption market across Asia-Pacific region.

Major market player included in this report 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

Nestle S.A.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Form:

Powder

Paste

Granules

By Product Type:

Cardamom Tea Premix

Ginger Tea Premix

Masala Tea Premix

Others

By Distribution Channel:

Supermarket/Hypermarket

Specialty Stores

Discount 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 the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Instant Tea Premix Consumption Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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