

# **Global Tea Concentrate Market Size study, By Nature (Organic, Conventional), By Product Type (Black Tea, Green Tea, Fruit Tea, Instant tea), By End use (Food Service (HoReCa), Household), By Packaging (Bulk Packaging, Retail Packaging),), By Flavor (Regular, Masala & Ginger, Fruits & Lemon, Vanilla & others), By Distribution Channel (Business to Business, Business to Consumer) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Tea Concentrate Market is valued approximately USD 17.4 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 4.47 % over the forecast period 2020-2027. Tea concentrate is an aromatic drink which is prepared by pouring hot or boiling water over the cured *Camellia sinensis* leaves. Tea contains bioactive compounds such as amino acids, proteins, flavonoids, caffeine and xanthines. Tea has a cooling, slightly bitter and astringent flavor coupled with beneficial properties essential to health. The global tea concentrate market is driven by increasing awareness of the side effects of synthetic flavors, growing clean label trends around the world, increasing demand for herbal dietary supplements, growing demand for fortified and innovative drinks, and rising per capita expenditure on processed food. The growth in tea consumption acts as a key driver of the Tea Concentrate market 's growth. For Instance: According to Statista, Global tea consumption amounted to approximately 266 billion liters in 2017, which rises to 273 billion liters in 2018. However, availability of cost-effective substitutes, limited availability of raw materials, unstable prices of raw materials restrain market growth.

The regional analysis of global Tea Concentrate 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 increasing awareness of the side effects of synthetic flavors, growing clean label trends. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as increasing demand for herbal dietary supplements, growing demand for fortified and innovative drinks, and rising per capita expenditure on processed food would create lucrative growth prospects for the Tea Concentrate Market across Asia-Pacific region.

Major market player included in this report are:

PepsiCo, Inc.

Tata Global Beverages Ltd.

Maya Tea Company

H&H Products Company

Cooper Tea Company LLC

MB-Holding GmbH & co. KG

Monin Inc.

Synergy Flavor, Inc.

Amelia Bay

Herbalife International of America, Inc

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 Nature:

Organic

Conventional

By Product Type:

Black Tea

Green Tea

Fruit Tea

Instant tea

By End use:

Food Service (HoReCa)

Household

By Packaging:

Bulk Packaging

Retail Packaging

By Flavor:

Regular

Masala & Ginger

Fruits & Lemon

Vanilla & others

By Distribution Channel:

Business to Business

Business to Consumer

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 Tea Concentrate 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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