

Global Black Tea Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G808A0003FBDEN.html>

Date: December 2024

Pages: 153

Price: US\$ 2,800.00 (Single User License)

ID: G808A0003FBDEN

Abstracts

Report Overview

Black tea is a widely consumed type of tea that undergoes full oxidation during processing, resulting in a robust flavor and dark color. It is a staple in many cultures globally and is known for its various health benefits, including improved heart health and antioxidant properties. In terms of market positioning, black tea competes with other types of tea such as green tea, herbal tea, and white tea, offering a distinct flavor profile and caffeine content.

The global black tea market size in 2023 was approximately \$7.8 billion. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.5% from 2024 to 2032, reaching a value of \$10.6 billion by the end of the forecast period. Key growth drivers for the black tea market include increasing consumer awareness of the health benefits of black tea, the rising popularity of specialty and flavored teas, and the growing demand for natural and organic products.

One prominent trend in the black tea market is the surge in demand for premium and specialty black teas. Consumers are increasingly willing to pay a premium for high-quality, single-origin black teas with unique flavor profiles. For example, Darjeeling and Assam black teas from India are gaining popularity among tea enthusiasts for their distinctive characteristics. This trend is driven by the growing interest in tea as a gourmet product and the emphasis on provenance and quality.

Another significant trend is the shift towards sustainable and ethically sourced black teas. Consumers are becoming more conscious of the environmental and social impact of their purchasing decisions, leading to a preference for teas that are grown and

sourced sustainably. Companies in the black tea market are responding by obtaining certifications such as Fair Trade and Rainforest Alliance to appeal to this segment of consumers and differentiate their products in the market.

Furthermore, the increasing popularity of ready-to-drink (RTD) black tea beverages is driving market growth. RTD black teas offer convenience and portability, catering to the on-the-go lifestyles of modern consumers. Additionally, the demand for black tea extracts in the food and beverage industry for flavoring and coloring purposes is contributing to market expansion.

In terms of regional market distribution, Asia Pacific is the leading market for black tea, accounting for a significant share of global consumption. Countries like China, India, and Sri Lanka are major producers and exporters of black tea, leveraging their rich tea-growing heritage. The dominance of Asia Pacific in the black tea market is attributed to factors such as favorable climate conditions for tea cultivation, established tea industries, and a strong tea-drinking culture.

Key challenges facing the black tea market include climate change impacting tea cultivation, fluctuating prices of tea due to supply chain disruptions, and increasing competition from other beverages. To address these challenges, companies in the black tea market can focus on sustainable sourcing practices, invest in research and development for climate-resilient tea varieties, and innovate with new product offerings to stay competitive in the evolving market landscape.

This report provides a deep insight into the global Black Tea market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Black Tea Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Black Tea market in any manner.

Global Black Tea Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Unilever

Betjeman & Barton

Basilur Tea

Tata Global Beverages

Celestial Seaonings

Twinnings

Bigelow

Yogi Tea

Adagio Tea

Tea Leaves AUST Pty Ltd

TWG Tea

Barry's Tea

ITO EN Inc

The Republic of Tea

Market Segmentation (by Type)

Plastic Containers

Loose Tea (Packets and Pouches)

Paper Boards

Aluminum Tin

Market Segmentation (by Application)

Supermarkets

Specialist Retailer

Convenience Stores

Online Retailers

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

- Industry drivers, restraints, and opportunities covered in the study
- Neutral perspective on the market performance
- Recent industry trends and developments
- Competitive landscape & strategies of key players
- Potential & niche segments and regions exhibiting promising growth covered
- Historical, current, and projected market size, in terms of value
- In-depth analysis of the Black Tea Market
- Overview of the regional outlook of the Black Tea Market:

Key Reasons to Buy this Report:

- Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
- This enables you to anticipate market changes to remain ahead of your competitors
- You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
- The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly
- Provision of market value (USD Billion) data for each segment and sub-segment
- Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the

Black Tea Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Black Tea

1.2 Key Market Segments

1.2.1 Black Tea Segment by Type

1.2.2 Black Tea Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 BLACK TEA MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Black Tea Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Black Tea Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 BLACK TEA MARKET COMPETITIVE LANDSCAPE

3.1 Global Black Tea Sales by Manufacturers (2019-2024)

3.2 Global Black Tea Revenue Market Share by Manufacturers (2019-2024)

3.3 Black Tea Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Black Tea Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Black Tea Sales Sites, Area Served, Product Type

3.6 Black Tea Market Competitive Situation and Trends

3.6.1 Black Tea Market Concentration Rate

3.6.2 Global 5 and 10 Largest Black Tea Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 BLACK TEA INDUSTRY CHAIN ANALYSIS

4.1 Black Tea Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF BLACK TEA MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 BLACK TEA MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Black Tea Sales Market Share by Type (2019-2024)

6.3 Global Black Tea Market Size Market Share by Type (2019-2024)

6.4 Global Black Tea Price by Type (2019-2024)

7 BLACK TEA MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Black Tea Market Sales by Application (2019-2024)

7.3 Global Black Tea Market Size (M USD) by Application (2019-2024)

7.4 Global Black Tea Sales Growth Rate by Application (2019-2024)

8 BLACK TEA MARKET SALES BY REGION

8.1 Global Black Tea Sales by Region

8.1.1 Global Black Tea Sales by Region

8.1.2 Global Black Tea Sales Market Share by Region

8.2 Global Black Tea Market Size by Region

8.2.1 Global Black Tea Market Size by Region

8.2.2 Global Black Tea Market Size Market Share by Region

8.3 North America

8.3.1 North America Black Tea Sales by Country

8.3.2 North America Black Tea Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Black Tea Sales by Country

8.4.2 Europe Black Tea Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Black Tea Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Black Tea Market Size by Region

8.6.2 Asia Pacific Black Tea Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Black Tea Sales by Country

8.7.2 South America Black Tea Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Black Tea Sales by Region

8.8.2 Middle East and Africa Black Tea Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 BLACK TEA MARKET PRODUCTION BY REGION

- 9.1 Global Production of Black Tea by Region (2019-2024)
- 9.2 Global Black Tea Revenue Market Share by Region (2019-2024)
- 9.3 Global Black Tea Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Black Tea Production
 - 9.4.1 North America Black Tea Production Growth Rate (2019-2024)
 - 9.4.2 North America Black Tea Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Black Tea Production
 - 9.5.1 Europe Black Tea Production Growth Rate (2019-2024)
 - 9.5.2 Europe Black Tea Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Black Tea Production (2019-2024)
 - 9.6.1 Japan Black Tea Production Growth Rate (2019-2024)
 - 9.6.2 Japan Black Tea Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Black Tea Production (2019-2024)
 - 9.7.1 China Black Tea Production Growth Rate (2019-2024)
 - 9.7.2 China Black Tea Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Unilever
 - 10.1.1 Unilever Black Tea Basic Information
 - 10.1.2 Unilever Black Tea Product Overview
 - 10.1.3 Unilever Black Tea Product Market Performance
 - 10.1.4 Unilever Business Overview
 - 10.1.5 Unilever Black Tea SWOT Analysis
 - 10.1.6 Unilever Recent Developments
- 10.2 Betjeman and Barton
 - 10.2.1 Betjeman and Barton Black Tea Basic Information
 - 10.2.2 Betjeman and Barton Black Tea Product Overview
 - 10.2.3 Betjeman and Barton Black Tea Product Market Performance
 - 10.2.4 Betjeman and Barton Business Overview
 - 10.2.5 Betjeman and Barton Black Tea SWOT Analysis

- 10.2.6 Betjeman and Barton Recent Developments
- 10.3 Basilur Tea
 - 10.3.1 Basilur Tea Black Tea Basic Information
 - 10.3.2 Basilur Tea Black Tea Product Overview
 - 10.3.3 Basilur Tea Black Tea Product Market Performance
 - 10.3.4 Basilur Tea Black Tea SWOT Analysis
 - 10.3.5 Basilur Tea Business Overview
 - 10.3.6 Basilur Tea Recent Developments
- 10.4 Tata Global Beverages
 - 10.4.1 Tata Global Beverages Black Tea Basic Information
 - 10.4.2 Tata Global Beverages Black Tea Product Overview
 - 10.4.3 Tata Global Beverages Black Tea Product Market Performance
 - 10.4.4 Tata Global Beverages Business Overview
 - 10.4.5 Tata Global Beverages Recent Developments
- 10.5 Celestial Seasonings
 - 10.5.1 Celestial Seasonings Black Tea Basic Information
 - 10.5.2 Celestial Seasonings Black Tea Product Overview
 - 10.5.3 Celestial Seasonings Black Tea Product Market Performance
 - 10.5.4 Celestial Seasonings Business Overview
 - 10.5.5 Celestial Seasonings Recent Developments
- 10.6 Twinnings
 - 10.6.1 Twinnings Black Tea Basic Information
 - 10.6.2 Twinnings Black Tea Product Overview
 - 10.6.3 Twinnings Black Tea Product Market Performance
 - 10.6.4 Twinnings Business Overview
 - 10.6.5 Twinnings Recent Developments
- 10.7 Bigelow
 - 10.7.1 Bigelow Black Tea Basic Information
 - 10.7.2 Bigelow Black Tea Product Overview
 - 10.7.3 Bigelow Black Tea Product Market Performance
 - 10.7.4 Bigelow Business Overview
 - 10.7.5 Bigelow Recent Developments
- 10.8 Yogi Tea
 - 10.8.1 Yogi Tea Black Tea Basic Information
 - 10.8.2 Yogi Tea Black Tea Product Overview
 - 10.8.3 Yogi Tea Black Tea Product Market Performance
 - 10.8.4 Yogi Tea Business Overview
 - 10.8.5 Yogi Tea Recent Developments
- 10.9 Adagio Tea

- 10.9.1 Adagio Tea Black Tea Basic Information
- 10.9.2 Adagio Tea Black Tea Product Overview
- 10.9.3 Adagio Tea Black Tea Product Market Performance
- 10.9.4 Adagio Tea Business Overview
- 10.9.5 Adagio Tea Recent Developments
- 10.10 Tea Leaves AUST Pty Ltd
 - 10.10.1 Tea Leaves AUST Pty Ltd Black Tea Basic Information
 - 10.10.2 Tea Leaves AUST Pty Ltd Black Tea Product Overview
 - 10.10.3 Tea Leaves AUST Pty Ltd Black Tea Product Market Performance
 - 10.10.4 Tea Leaves AUST Pty Ltd Business Overview
 - 10.10.5 Tea Leaves AUST Pty Ltd Recent Developments
- 10.11 TWG Tea
 - 10.11.1 TWG Tea Black Tea Basic Information
 - 10.11.2 TWG Tea Black Tea Product Overview
 - 10.11.3 TWG Tea Black Tea Product Market Performance
 - 10.11.4 TWG Tea Business Overview
 - 10.11.5 TWG Tea Recent Developments
- 10.12 Barry's Tea
 - 10.12.1 Barry's Tea Black Tea Basic Information
 - 10.12.2 Barry's Tea Black Tea Product Overview
 - 10.12.3 Barry's Tea Black Tea Product Market Performance
 - 10.12.4 Barry's Tea Business Overview
 - 10.12.5 Barry's Tea Recent Developments
- 10.13 ITO EN Inc
 - 10.13.1 ITO EN Inc Black Tea Basic Information
 - 10.13.2 ITO EN Inc Black Tea Product Overview
 - 10.13.3 ITO EN Inc Black Tea Product Market Performance
 - 10.13.4 ITO EN Inc Business Overview
 - 10.13.5 ITO EN Inc Recent Developments
- 10.14 The Republic of Tea
 - 10.14.1 The Republic of Tea Black Tea Basic Information
 - 10.14.2 The Republic of Tea Black Tea Product Overview
 - 10.14.3 The Republic of Tea Black Tea Product Market Performance
 - 10.14.4 The Republic of Tea Business Overview
 - 10.14.5 The Republic of Tea Recent Developments

11 BLACK TEA MARKET FORECAST BY REGION

11.1 Global Black Tea Market Size Forecast

11.2 Global Black Tea Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Black Tea Market Size Forecast by Country

11.2.3 Asia Pacific Black Tea Market Size Forecast by Region

11.2.4 South America Black Tea Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Black Tea by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Black Tea Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Black Tea by Type (2025-2032)

12.1.2 Global Black Tea Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Black Tea by Type (2025-2032)

12.2 Global Black Tea Market Forecast by Application (2025-2032)

12.2.1 Global Black Tea Sales (K MT) Forecast by Application

12.2.2 Global Black Tea Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

I would like to order

Product name: Global Black Tea Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G808A0003FBDEN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G808A0003FBDEN.html>