

Global Oolong Tea Market Research Report 2023(Status and Outlook)

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Abstracts

Report Overview

Oolong is a traditional semi-fermented Chinese tea produced through a process including withering the plant under strong sun and oxidation before curling and twisting. Most oolong teas, especially those of fine quality, involve unique tea plant cultivars that are exclusively used for particular varieties. The degree of fermentation, which varies according to the chosen oxidation duration, can range from 8–85%, depending on the variety and production style. Oolong is especially popular in south China and among Chinese expatriates in Southeast Asia.

Different styles of oolong tea can vary widely in flavor. They can be sweet and fruity with honey aromas, or woody and thick with roasted aromas, or green and fresh with complex aromas, all depending on the horticulture and style of production. Several types of oolong tea, including those produced in the Wuyi Mountains of northern Fujian, such as Da Hong Pao, are among the most famous Chinese teas.

Bosson Research's latest report provides a deep insight into the global Oolong 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, Porter's five forces 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 Oolong 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 Oolong Tea market in any manner.

Global Oolong 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

ESP Tea Emporium
The Republic Of Tea
Harney and Sons
Associated British Foods
The Mighty Leaf Tea Company
Tata Global Beverages
Unilever

Market Segmentation (by Type)

Guangdong
Fujian
Taiwan

Market Segmentation (by Application)

Beverage
Nutraceuticals

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 Oolong Tea Market
Overview of the regional outlook of the Oolong 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 Oolong 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 Oolong Tea

1.2 Key Market Segments

1.2.1 Oolong Tea Segment by Type

1.2.2 Oolong 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 OOLONG TEA MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Oolong Tea Market Size (M USD) Estimates and Forecasts (2018-2029)

2.1.2 Global Oolong Tea Sales Estimates and Forecasts (2018-2029)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 OOLONG TEA MARKET COMPETITIVE LANDSCAPE

3.1 Global Oolong Tea Sales by Manufacturers (2018-2023)

3.2 Global Oolong Tea Revenue Market Share by Manufacturers (2018-2023)

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

3.4 Global Oolong Tea Average Price by Manufacturers (2018-2023)

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

3.6 Oolong Tea Market Competitive Situation and Trends

3.6.1 Oolong Tea Market Concentration Rate

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

3.6.3 Mergers & Acquisitions, Expansion

4 OOLONG TEA INDUSTRY CHAIN ANALYSIS

4.1 Oolong 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 OOLONG 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 OOLONG TEA MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Oolong Tea Sales Market Share by Type (2018-2023)
- 6.3 Global Oolong Tea Market Size Market Share by Type (2018-2023)
- 6.4 Global Oolong Tea Price by Type (2018-2023)

7 OOLONG TEA MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Oolong Tea Market Sales by Application (2018-2023)
- 7.3 Global Oolong Tea Market Size (M USD) by Application (2018-2023)
- 7.4 Global Oolong Tea Sales Growth Rate by Application (2018-2023)

8 OOLONG TEA MARKET SEGMENTATION BY REGION

- 8.1 Global Oolong Tea Sales by Region
 - 8.1.1 Global Oolong Tea Sales by Region
 - 8.1.2 Global Oolong Tea Sales Market Share by Region
- 8.2 North America
 - 8.2.1 North America Oolong Tea Sales by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada

- 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Oolong Tea Sales by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 Asia Pacific Oolong Tea Sales by Region
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 India
 - 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America Oolong Tea Sales by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa Oolong Tea Sales by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 KEY COMPANIES PROFILE

- 9.1 ESP Tea Emporium
 - 9.1.1 ESP Tea Emporium Oolong Tea Basic Information
 - 9.1.2 ESP Tea Emporium Oolong Tea Product Overview
 - 9.1.3 ESP Tea Emporium Oolong Tea Product Market Performance
 - 9.1.4 ESP Tea Emporium Business Overview
 - 9.1.5 ESP Tea Emporium Oolong Tea SWOT Analysis
 - 9.1.6 ESP Tea Emporium Recent Developments
- 9.2 The Republic Of Tea
 - 9.2.1 The Republic Of Tea Oolong Tea Basic Information

- 9.2.2 The Republic Of Tea Oolong Tea Product Overview
- 9.2.3 The Republic Of Tea Oolong Tea Product Market Performance
- 9.2.4 The Republic Of Tea Business Overview
- 9.2.5 The Republic Of Tea Oolong Tea SWOT Analysis
- 9.2.6 The Republic Of Tea Recent Developments
- 9.3 Harney and Sons
 - 9.3.1 Harney and Sons Oolong Tea Basic Information
 - 9.3.2 Harney and Sons Oolong Tea Product Overview
 - 9.3.3 Harney and Sons Oolong Tea Product Market Performance
 - 9.3.4 Harney and Sons Business Overview
 - 9.3.5 Harney and Sons Oolong Tea SWOT Analysis
 - 9.3.6 Harney and Sons Recent Developments
- 9.4 Associated British Foods
 - 9.4.1 Associated British Foods Oolong Tea Basic Information
 - 9.4.2 Associated British Foods Oolong Tea Product Overview
 - 9.4.3 Associated British Foods Oolong Tea Product Market Performance
 - 9.4.4 Associated British Foods Business Overview
 - 9.4.5 Associated British Foods Oolong Tea SWOT Analysis
 - 9.4.6 Associated British Foods Recent Developments
- 9.5 The Mighty Leaf Tea Company
 - 9.5.1 The Mighty Leaf Tea Company Oolong Tea Basic Information
 - 9.5.2 The Mighty Leaf Tea Company Oolong Tea Product Overview
 - 9.5.3 The Mighty Leaf Tea Company Oolong Tea Product Market Performance
 - 9.5.4 The Mighty Leaf Tea Company Business Overview
 - 9.5.5 The Mighty Leaf Tea Company Oolong Tea SWOT Analysis
 - 9.5.6 The Mighty Leaf Tea Company Recent Developments
- 9.6 Tata Global Beverages
 - 9.6.1 Tata Global Beverages Oolong Tea Basic Information
 - 9.6.2 Tata Global Beverages Oolong Tea Product Overview
 - 9.6.3 Tata Global Beverages Oolong Tea Product Market Performance
 - 9.6.4 Tata Global Beverages Business Overview
 - 9.6.5 Tata Global Beverages Recent Developments
- 9.7 Unilever
 - 9.7.1 Unilever Oolong Tea Basic Information
 - 9.7.2 Unilever Oolong Tea Product Overview
 - 9.7.3 Unilever Oolong Tea Product Market Performance
 - 9.7.4 Unilever Business Overview
 - 9.7.5 Unilever Recent Developments

10 OOLONG TEA MARKET FORECAST BY REGION

10.1 Global Oolong Tea Market Size Forecast

10.2 Global Oolong Tea Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Oolong Tea Market Size Forecast by Country

10.2.3 Asia Pacific Oolong Tea Market Size Forecast by Region

10.2.4 South America Oolong Tea Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Oolong Tea by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2024-2029)

11.1 Global Oolong Tea Market Forecast by Type (2024-2029)

11.1.1 Global Forecasted Sales of Oolong Tea by Type (2024-2029)

11.1.2 Global Oolong Tea Market Size Forecast by Type (2024-2029)

11.1.3 Global Forecasted Price of Oolong Tea by Type (2024-2029)

11.2 Global Oolong Tea Market Forecast by Application (2024-2029)

11.2.1 Global Oolong Tea Sales (K MT) Forecast by Application

11.2.2 Global Oolong Tea Market Size (M USD) Forecast by Application (2024-2029)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Oolong Tea Market Size Comparison by Region (M USD)
- Table 5. Global Oolong Tea Sales (K MT) by Manufacturers (2018-2023)
- Table 6. Global Oolong Tea Sales Market Share by Manufacturers (2018-2023)
- Table 7. Global Oolong Tea Revenue (M USD) by Manufacturers (2018-2023)
- Table 8. Global Oolong Tea Revenue Share by Manufacturers (2018-2023)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Oolong Tea as of 2022)
- Table 10. Global Market Oolong Tea Average Price (USD/MT) of Key Manufacturers (2018-2023)
- Table 11. Manufacturers Oolong Tea Sales Sites and Area Served
- Table 12. Manufacturers Oolong Tea Product Type
- Table 13. Global Oolong Tea Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Oolong Tea
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Oolong Tea Market Challenges
- Table 22. Market Restraints
- Table 23. Global Oolong Tea Sales by Type (K MT)
- Table 24. Global Oolong Tea Market Size by Type (M USD)
- Table 25. Global Oolong Tea Sales (K MT) by Type (2018-2023)
- Table 26. Global Oolong Tea Sales Market Share by Type (2018-2023)
- Table 27. Global Oolong Tea Market Size (M USD) by Type (2018-2023)
- Table 28. Global Oolong Tea Market Size Share by Type (2018-2023)
- Table 29. Global Oolong Tea Price (USD/MT) by Type (2018-2023)
- Table 30. Global Oolong Tea Sales (K MT) by Application
- Table 31. Global Oolong Tea Market Size by Application
- Table 32. Global Oolong Tea Sales by Application (2018-2023) & (K MT)
- Table 33. Global Oolong Tea Sales Market Share by Application (2018-2023)

Table 34. Global Oolong Tea Sales by Application (2018-2023) & (M USD)
Table 35. Global Oolong Tea Market Share by Application (2018-2023)
Table 36. Global Oolong Tea Sales Growth Rate by Application (2018-2023)
Table 37. Global Oolong Tea Sales by Region (2018-2023) & (K MT)
Table 38. Global Oolong Tea Sales Market Share by Region (2018-2023)
Table 39. North America Oolong Tea Sales by Country (2018-2023) & (K MT)
Table 40. Europe Oolong Tea Sales by Country (2018-2023) & (K MT)
Table 41. Asia Pacific Oolong Tea Sales by Region (2018-2023) & (K MT)
Table 42. South America Oolong Tea Sales by Country (2018-2023) & (K MT)
Table 43. Middle East and Africa Oolong Tea Sales by Region (2018-2023) & (K MT)
Table 44. ESP Tea Emporium Oolong Tea Basic Information
Table 45. ESP Tea Emporium Oolong Tea Product Overview
Table 46. ESP Tea Emporium Oolong Tea Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2018-2023)
Table 47. ESP Tea Emporium Business Overview
Table 48. ESP Tea Emporium Oolong Tea SWOT Analysis
Table 49. ESP Tea Emporium Recent Developments
Table 50. The Republic Of Tea Oolong Tea Basic Information
Table 51. The Republic Of Tea Oolong Tea Product Overview
Table 52. The Republic Of Tea Oolong Tea Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2018-2023)
Table 53. The Republic Of Tea Business Overview
Table 54. The Republic Of Tea Oolong Tea SWOT Analysis
Table 55. The Republic Of Tea Recent Developments
Table 56. Harney and Sons Oolong Tea Basic Information
Table 57. Harney and Sons Oolong Tea Product Overview
Table 58. Harney and Sons Oolong Tea Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2018-2023)
Table 59. Harney and Sons Business Overview
Table 60. Harney and Sons Oolong Tea SWOT Analysis
Table 61. Harney and Sons Recent Developments
Table 62. Associated British Foods Oolong Tea Basic Information
Table 63. Associated British Foods Oolong Tea Product Overview
Table 64. Associated British Foods Oolong Tea Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2018-2023)
Table 65. Associated British Foods Business Overview
Table 66. Associated British Foods Oolong Tea SWOT Analysis
Table 67. Associated British Foods Recent Developments
Table 68. The Mighty Leaf Tea Company Oolong Tea Basic Information

- Table 69. The Mighty Leaf Tea Company Oolong Tea Product Overview
- Table 70. The Mighty Leaf Tea Company Oolong Tea Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2018-2023)
- Table 71. The Mighty Leaf Tea Company Business Overview
- Table 72. The Mighty Leaf Tea Company Oolong Tea SWOT Analysis
- Table 73. The Mighty Leaf Tea Company Recent Developments
- Table 74. Tata Global Beverages Oolong Tea Basic Information
- Table 75. Tata Global Beverages Oolong Tea Product Overview
- Table 76. Tata Global Beverages Oolong Tea Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2018-2023)
- Table 77. Tata Global Beverages Business Overview
- Table 78. Tata Global Beverages Recent Developments
- Table 79. Unilever Oolong Tea Basic Information
- Table 80. Unilever Oolong Tea Product Overview
- Table 81. Unilever Oolong Tea Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2018-2023)
- Table 82. Unilever Business Overview
- Table 83. Unilever Recent Developments
- Table 84. Global Oolong Tea Sales Forecast by Region (2024-2029) & (K MT)
- Table 85. Global Oolong Tea Market Size Forecast by Region (2024-2029) & (M USD)
- Table 86. North America Oolong Tea Sales Forecast by Country (2024-2029) & (K MT)
- Table 87. North America Oolong Tea Market Size Forecast by Country (2024-2029) & (M USD)
- Table 88. Europe Oolong Tea Sales Forecast by Country (2024-2029) & (K MT)
- Table 89. Europe Oolong Tea Market Size Forecast by Country (2024-2029) & (M USD)
- Table 90. Asia Pacific Oolong Tea Sales Forecast by Region (2024-2029) & (K MT)
- Table 91. Asia Pacific Oolong Tea Market Size Forecast by Region (2024-2029) & (M USD)
- Table 92. South America Oolong Tea Sales Forecast by Country (2024-2029) & (K MT)
- Table 93. South America Oolong Tea Market Size Forecast by Country (2024-2029) & (M USD)
- Table 94. Middle East and Africa Oolong Tea Consumption Forecast by Country (2024-2029) & (Units)
- Table 95. Middle East and Africa Oolong Tea Market Size Forecast by Country (2024-2029) & (M USD)
- Table 96. Global Oolong Tea Sales Forecast by Type (2024-2029) & (K MT)
- Table 97. Global Oolong Tea Market Size Forecast by Type (2024-2029) & (M USD)
- Table 98. Global Oolong Tea Price Forecast by Type (2024-2029) & (USD/MT)
- Table 99. Global Oolong Tea Sales (K MT) Forecast by Application (2024-2029)

Table 100. Global Oolong Tea Market Size Forecast by Application (2024-2029) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Oolong Tea
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Oolong Tea Market Size (M USD), 2018-2029
- Figure 5. Global Oolong Tea Market Size (M USD) (2018-2029)
- Figure 6. Global Oolong Tea Sales (K MT) & (2018-2029)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Oolong Tea Market Size by Country (M USD)
- Figure 11. Oolong Tea Sales Share by Manufacturers in 2022
- Figure 12. Global Oolong Tea Revenue Share by Manufacturers in 2022
- Figure 13. Oolong Tea Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2018 Vs 2022
- Figure 14. Global Market Oolong Tea Average Price (USD/MT) of Key Manufacturers in 2022
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Oolong Tea Revenue in 2022
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Oolong Tea Market Share by Type
- Figure 18. Sales Market Share of Oolong Tea by Type (2018-2023)
- Figure 19. Sales Market Share of Oolong Tea by Type in 2022
- Figure 20. Market Size Share of Oolong Tea by Type (2018-2023)
- Figure 21. Market Size Market Share of Oolong Tea by Type in 2022
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Oolong Tea Market Share by Application
- Figure 24. Global Oolong Tea Sales Market Share by Application (2018-2023)
- Figure 25. Global Oolong Tea Sales Market Share by Application in 2022
- Figure 26. Global Oolong Tea Market Share by Application (2018-2023)
- Figure 27. Global Oolong Tea Market Share by Application in 2022
- Figure 28. Global Oolong Tea Sales Growth Rate by Application (2018-2023)
- Figure 29. Global Oolong Tea Sales Market Share by Region (2018-2023)
- Figure 30. North America Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 31. North America Oolong Tea Sales Market Share by Country in 2022
- Figure 32. U.S. Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)

- Figure 33. Canada Oolong Tea Sales (K MT) and Growth Rate (2018-2023)
- Figure 34. Mexico Oolong Tea Sales (Units) and Growth Rate (2018-2023)
- Figure 35. Europe Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 36. Europe Oolong Tea Sales Market Share by Country in 2022
- Figure 37. Germany Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 38. France Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 39. U.K. Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 40. Italy Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 41. Russia Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 42. Asia Pacific Oolong Tea Sales and Growth Rate (K MT)
- Figure 43. Asia Pacific Oolong Tea Sales Market Share by Region in 2022
- Figure 44. China Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 45. Japan Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 46. South Korea Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 47. India Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 48. Southeast Asia Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 49. South America Oolong Tea Sales and Growth Rate (K MT)
- Figure 50. South America Oolong Tea Sales Market Share by Country in 2022
- Figure 51. Brazil Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 52. Argentina Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 53. Columbia Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 54. Middle East and Africa Oolong Tea Sales and Growth Rate (K MT)
- Figure 55. Middle East and Africa Oolong Tea Sales Market Share by Region in 2022
- Figure 56. Saudi Arabia Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 57. UAE Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 58. Egypt Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 59. Nigeria Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 60. South Africa Oolong Tea Sales and Growth Rate (2018-2023) & (K MT)
- Figure 61. Global Oolong Tea Sales Forecast by Volume (2018-2029) & (K MT)
- Figure 62. Global Oolong Tea Market Size Forecast by Value (2018-2029) & (M USD)
- Figure 63. Global Oolong Tea Sales Market Share Forecast by Type (2024-2029)
- Figure 64. Global Oolong Tea Market Share Forecast by Type (2024-2029)
- Figure 65. Global Oolong Tea Sales Forecast by Application (2024-2029)
- Figure 66. Global Oolong Tea Market Share Forecast by Application (2024-2029)

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