

Global Peppermint Tea Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Peppermint tea is a caffeine-free herbal infusion made from the leaves of the *Mentha piperita* plant, known for its refreshing, minty flavor and potential health benefits, including aiding digestion, relieving stress, and boosting immunity. The market for peppermint tea has seen steady growth due to increasing consumer preference for natural and functional beverages, particularly among health-conscious individuals seeking alternatives to caffeinated drinks. Demand is further driven by the rise of wellness trends, with consumers valuing organic and sustainably sourced ingredients. The product is widely available in loose-leaf, tea bags, and ready-to-drink formats, catering to convenience-oriented buyers. Key markets include North America, Europe, and Asia-Pacific, where herbal teas are gaining popularity. Competition includes both established tea brands and niche organic producers, with innovation in blends (e.g., peppermint with ginger or chamomile) enhancing product appeal. E-commerce and specialty health stores play a significant role in distribution, while marketing emphasizes its natural benefits and soothing properties. Challenges include price sensitivity and competition from other herbal teas, but the market is expected to expand as demand for functional beverages continues to rise.

The global Peppermint Tea market size was estimated at USD 100.61 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 5.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Peppermint Tea market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging

development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Peppermint Tea market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Peppermint Tea market.

Global Peppermint Tea Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Associated British Foods
Tata Consumer Products
Unilever
The Hain Celestial Group
Orientis Gourmet SAS

R.C. Bigelow
Dilmah Ceylon Tea
Yamamotoyama
Harney & Sons Tea
The Republic of Tea
Market Segmentation (by Type)
Unblended Peppermint Tea
Blended Peppermint Tea
Market Segmentation (by Application)
Online Sales
Offline Retail

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 Peppermint Tea Market
Overview of the regional outlook of the Peppermint Tea Market:

Customization of the Report

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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 Peppermint 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 shares the main producing countries of Peppermint Tea, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development

potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Peppermint Tea

1.2 Key Market Segments

1.2.1 Peppermint Tea Segment by Type

1.2.2 Peppermint 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 PEPPERMINT TEA MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Peppermint Tea Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Peppermint Tea Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 PEPPERMINT TEA MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Peppermint Tea Product Life Cycle

3.3 Global Peppermint Tea Sales by Manufacturers (2020-2025)

3.4 Global Peppermint Tea Revenue Market Share by Manufacturers (2020-2025)

3.5 Peppermint Tea Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Peppermint Tea Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Peppermint Tea Market Competitive Situation and Trends

3.8.1 Peppermint Tea Market Concentration Rate

3.8.2 Global 5 and 10 Largest Peppermint Tea Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 PEPPERMINT TEA INDUSTRY CHAIN ANALYSIS

- 4.1 Peppermint 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 PEPPERMINT TEA MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Peppermint Tea Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Peppermint Tea Market
- 5.7 ESG Ratings of Leading Companies

6 PEPPERMINT TEA MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Peppermint Tea Sales Market Share by Type (2020-2025)
- 6.3 Global Peppermint Tea Market Size Market Share by Type (2020-2025)
- 6.4 Global Peppermint Tea Price by Type (2020-2025)

7 PEPPERMINT TEA MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Peppermint Tea Market Sales by Application (2020-2025)
- 7.3 Global Peppermint Tea Market Size (M USD) by Application (2020-2025)

7.4 Global Peppermint Tea Sales Growth Rate by Application (2020-2025)

8 PEPPERMINT TEA MARKET SALES BY REGION

8.1 Global Peppermint Tea Sales by Region

8.1.1 Global Peppermint Tea Sales by Region

8.1.2 Global Peppermint Tea Sales Market Share by Region

8.2 Global Peppermint Tea Market Size by Region

8.2.1 Global Peppermint Tea Market Size by Region

8.2.2 Global Peppermint Tea Market Size Market Share by Region

8.3 North America

8.3.1 North America Peppermint Tea Sales by Country

8.3.2 North America Peppermint 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 Peppermint Tea Sales by Country

8.4.2 Europe Peppermint 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 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Peppermint Tea Sales by Region

8.5.2 Asia Pacific Peppermint Tea Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Peppermint Tea Sales by Country

8.6.2 South America Peppermint Tea Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Peppermint Tea Sales by Region
- 8.7.2 Middle East and Africa Peppermint Tea Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 PEPPERMINT TEA MARKET PRODUCTION BY REGION

- 9.1 Global Production of Peppermint Tea by Region(2020-2025)
- 9.2 Global Peppermint Tea Revenue Market Share by Region (2020-2025)
- 9.3 Global Peppermint Tea Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Peppermint Tea Production
 - 9.4.1 North America Peppermint Tea Production Growth Rate (2020-2025)
 - 9.4.2 North America Peppermint Tea Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Peppermint Tea Production
 - 9.5.1 Europe Peppermint Tea Production Growth Rate (2020-2025)
 - 9.5.2 Europe Peppermint Tea Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Peppermint Tea Production (2020-2025)
 - 9.6.1 Japan Peppermint Tea Production Growth Rate (2020-2025)
 - 9.6.2 Japan Peppermint Tea Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Peppermint Tea Production (2020-2025)
 - 9.7.1 China Peppermint Tea Production Growth Rate (2020-2025)
 - 9.7.2 China Peppermint Tea Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Associated British Foods
 - 10.1.1 Associated British Foods Basic Information
 - 10.1.2 Associated British Foods Peppermint Tea Product Overview
 - 10.1.3 Associated British Foods Peppermint Tea Product Market Performance
 - 10.1.4 Associated British Foods Business Overview
 - 10.1.5 Associated British Foods SWOT Analysis
 - 10.1.6 Associated British Foods Recent Developments

10.2 Tata Consumer Products

10.2.1 Tata Consumer Products Basic Information

10.2.2 Tata Consumer Products Peppermint Tea Product Overview

10.2.3 Tata Consumer Products Peppermint Tea Product Market Performance

10.2.4 Tata Consumer Products Business Overview

10.2.5 Tata Consumer Products SWOT Analysis

10.2.6 Tata Consumer Products Recent Developments

10.3 Unilever

10.3.1 Unilever Basic Information

10.3.2 Unilever Peppermint Tea Product Overview

10.3.3 Unilever Peppermint Tea Product Market Performance

10.3.4 Unilever Business Overview

10.3.5 Unilever SWOT Analysis

10.3.6 Unilever Recent Developments

10.4 The Hain Celestial Group

10.4.1 The Hain Celestial Group Basic Information

10.4.2 The Hain Celestial Group Peppermint Tea Product Overview

10.4.3 The Hain Celestial Group Peppermint Tea Product Market Performance

10.4.4 The Hain Celestial Group Business Overview

10.4.5 The Hain Celestial Group Recent Developments

10.5 Orientis Gourmet SAS

10.5.1 Orientis Gourmet SAS Basic Information

10.5.2 Orientis Gourmet SAS Peppermint Tea Product Overview

10.5.3 Orientis Gourmet SAS Peppermint Tea Product Market Performance

10.5.4 Orientis Gourmet SAS Business Overview

10.5.5 Orientis Gourmet SAS Recent Developments

10.6 R.C. Bigelow

10.6.1 R.C. Bigelow Basic Information

10.6.2 R.C. Bigelow Peppermint Tea Product Overview

10.6.3 R.C. Bigelow Peppermint Tea Product Market Performance

10.6.4 R.C. Bigelow Business Overview

10.6.5 R.C. Bigelow Recent Developments

10.7 Dilmah Ceylon Tea

10.7.1 Dilmah Ceylon Tea Basic Information

10.7.2 Dilmah Ceylon Tea Peppermint Tea Product Overview

10.7.3 Dilmah Ceylon Tea Peppermint Tea Product Market Performance

10.7.4 Dilmah Ceylon Tea Business Overview

10.7.5 Dilmah Ceylon Tea Recent Developments

10.8 Yamamotoyama

- 10.8.1 Yamamotoyama Basic Information
- 10.8.2 Yamamotoyama Peppermint Tea Product Overview
- 10.8.3 Yamamotoyama Peppermint Tea Product Market Performance
- 10.8.4 Yamamotoyama Business Overview
- 10.8.5 Yamamotoyama Recent Developments
- 10.9 Harney and Sons Tea
 - 10.9.1 Harney and Sons Tea Basic Information
 - 10.9.2 Harney and Sons Tea Peppermint Tea Product Overview
 - 10.9.3 Harney and Sons Tea Peppermint Tea Product Market Performance
 - 10.9.4 Harney and Sons Tea Business Overview
 - 10.9.5 Harney and Sons Tea Recent Developments
- 10.10 The Republic of Tea
 - 10.10.1 The Republic of Tea Basic Information
 - 10.10.2 The Republic of Tea Peppermint Tea Product Overview
 - 10.10.3 The Republic of Tea Peppermint Tea Product Market Performance
 - 10.10.4 The Republic of Tea Business Overview
 - 10.10.5 The Republic of Tea Recent Developments

11 PEPPERMINT TEA MARKET FORECAST BY REGION

- 11.1 Global Peppermint Tea Market Size Forecast
- 11.2 Global Peppermint Tea Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Peppermint Tea Market Size Forecast by Country
 - 11.2.3 Asia Pacific Peppermint Tea Market Size Forecast by Region
 - 11.2.4 South America Peppermint Tea Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Peppermint Tea by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Peppermint Tea Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Peppermint Tea by Type (2026-2033)
 - 12.1.2 Global Peppermint Tea Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Peppermint Tea by Type (2026-2033)
- 12.2 Global Peppermint Tea Market Forecast by Application (2026-2033)
 - 12.2.1 Global Peppermint Tea Sales (K MT) Forecast by Application
 - 12.2.2 Global Peppermint Tea Market Size (M USD) Forecast by Application (2026-2033)

13 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. Peppermint Tea Market Size Comparison by Region (M USD)

Table 5. Global Peppermint Tea Sales (K MT) by Manufacturers (2020-2025)

Table 6. Global Peppermint Tea Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Peppermint Tea Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Peppermint Tea Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Peppermint Tea as of 2024)

Table 10. Global Market Peppermint Tea Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Peppermint Tea Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Peppermint Tea Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 25. Global Peppermint Tea Sales by Type (K MT)

Table 26. Global Peppermint Tea Market Size by Type (M USD)

Table 27. Global Peppermint Tea Sales (K MT) by Type (2020-2025)

Table 28. Global Peppermint Tea Sales Market Share by Type (2020-2025)

Table 29. Global Peppermint Tea Market Size (M USD) by Type (2020-2025)

Table 30. Global Peppermint Tea Market Size Share by Type (2020-2025)

Table 31. Global Peppermint Tea Price (USD/KG) by Type (2020-2025)

- Table 32. Global Peppermint Tea Sales (K MT) by Application
- Table 33. Global Peppermint Tea Market Size by Application
- Table 34. Global Peppermint Tea Sales by Application (2020-2025) & (K MT)
- Table 35. Global Peppermint Tea Sales Market Share by Application (2020-2025)
- Table 36. Global Peppermint Tea Market Size by Application (2020-2025) & (M USD)
- Table 37. Global Peppermint Tea Market Share by Application (2020-2025)
- Table 38. Global Peppermint Tea Sales Growth Rate by Application (2020-2025)
- Table 39. Global Peppermint Tea Sales by Region (2020-2025) & (K MT)
- Table 40. Global Peppermint Tea Sales Market Share by Region (2020-2025)
- Table 41. Global Peppermint Tea Market Size by Region (2020-2025) & (M USD)
- Table 42. Global Peppermint Tea Market Size Market Share by Region (2020-2025)
- Table 43. North America Peppermint Tea Sales by Country (2020-2025) & (K MT)
- Table 44. North America Peppermint Tea Market Size by Country (2020-2025) & (M USD)
- Table 45. Europe Peppermint Tea Sales by Country (2020-2025) & (K MT)
- Table 46. Europe Peppermint Tea Market Size by Country (2020-2025) & (M USD)
- Table 47. Asia Pacific Peppermint Tea Sales by Region (2020-2025) & (K MT)
- Table 48. Asia Pacific Peppermint Tea Market Size by Region (2020-2025) & (M USD)
- Table 49. South America Peppermint Tea Sales by Country (2020-2025) & (K MT)
- Table 50. South America Peppermint Tea Market Size by Country (2020-2025) & (M USD)
- Table 51. Middle East and Africa Peppermint Tea Sales by Region (2020-2025) & (K MT)
- Table 52. Middle East and Africa Peppermint Tea Market Size by Region (2020-2025) & (M USD)
- Table 53. Global Peppermint Tea Production (K MT) by Region(2020-2025)
- Table 54. Global Peppermint Tea Revenue (US\$ Million) by Region (2020-2025)
- Table 55. Global Peppermint Tea Revenue Market Share by Region (2020-2025)
- Table 56. Global Peppermint Tea Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 57. North America Peppermint Tea Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. Europe Peppermint Tea Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Japan Peppermint Tea Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 60. China Peppermint Tea Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. Associated British Foods Basic Information

- Table 62. Associated British Foods Peppermint Tea Product Overview
- Table 63. Associated British Foods Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 64. Associated British Foods Business Overview
- Table 65. Associated British Foods SWOT Analysis
- Table 66. Associated British Foods Recent Developments
- Table 67. Tata Consumer Products Basic Information
- Table 68. Tata Consumer Products Peppermint Tea Product Overview
- Table 69. Tata Consumer Products Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 70. Tata Consumer Products Business Overview
- Table 71. Tata Consumer Products SWOT Analysis
- Table 72. Tata Consumer Products Recent Developments
- Table 73. Unilever Basic Information
- Table 74. Unilever Peppermint Tea Product Overview
- Table 75. Unilever Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 76. Unilever Business Overview
- Table 77. Unilever SWOT Analysis
- Table 78. Unilever Recent Developments
- Table 79. The Hain Celestial Group Basic Information
- Table 80. The Hain Celestial Group Peppermint Tea Product Overview
- Table 81. The Hain Celestial Group Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 82. The Hain Celestial Group Business Overview
- Table 83. The Hain Celestial Group Recent Developments
- Table 84. Orientis Gourmet SAS Basic Information
- Table 85. Orientis Gourmet SAS Peppermint Tea Product Overview
- Table 86. Orientis Gourmet SAS Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 87. Orientis Gourmet SAS Business Overview
- Table 88. Orientis Gourmet SAS Recent Developments
- Table 89. R.C. Bigelow Basic Information
- Table 90. R.C. Bigelow Peppermint Tea Product Overview
- Table 91. R.C. Bigelow Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 92. R.C. Bigelow Business Overview
- Table 93. R.C. Bigelow Recent Developments
- Table 94. Dilmah Ceylon Tea Basic Information

- Table 95. Dilmah Ceylon Tea Peppermint Tea Product Overview
- Table 96. Dilmah Ceylon Tea Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 97. Dilmah Ceylon Tea Business Overview
- Table 98. Dilmah Ceylon Tea Recent Developments
- Table 99. Yamamotoyama Basic Information
- Table 100. Yamamotoyama Peppermint Tea Product Overview
- Table 101. Yamamotoyama Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 102. Yamamotoyama Business Overview
- Table 103. Yamamotoyama Recent Developments
- Table 104. Harney and Sons Tea Basic Information
- Table 105. Harney and Sons Tea Peppermint Tea Product Overview
- Table 106. Harney and Sons Tea Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 107. Harney and Sons Tea Business Overview
- Table 108. Harney and Sons Tea Recent Developments
- Table 109. The Republic of Tea Basic Information
- Table 110. The Republic of Tea Peppermint Tea Product Overview
- Table 111. The Republic of Tea Peppermint Tea Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 112. The Republic of Tea Business Overview
- Table 113. The Republic of Tea Recent Developments
- Table 114. Global Peppermint Tea Sales Forecast by Region (2026-2033) & (K MT)
- Table 115. Global Peppermint Tea Market Size Forecast by Region (2026-2033) & (M USD)
- Table 116. North America Peppermint Tea Sales Forecast by Country (2026-2033) & (K MT)
- Table 117. North America Peppermint Tea Market Size Forecast by Country (2026-2033) & (M USD)
- Table 118. Europe Peppermint Tea Sales Forecast by Country (2026-2033) & (K MT)
- Table 119. Europe Peppermint Tea Market Size Forecast by Country (2026-2033) & (M USD)
- Table 120. Asia Pacific Peppermint Tea Sales Forecast by Region (2026-2033) & (K MT)
- Table 121. Asia Pacific Peppermint Tea Market Size Forecast by Region (2026-2033) & (M USD)
- Table 122. South America Peppermint Tea Sales Forecast by Country (2026-2033) & (K MT)

Table 123. South America Peppermint Tea Market Size Forecast by Country (2026-2033) & (M USD)

Table 124. Middle East and Africa Peppermint Tea Sales Forecast by Country (2026-2033) & (Units)

Table 125. Middle East and Africa Peppermint Tea Market Size Forecast by Country (2026-2033) & (M USD)

Table 126. Global Peppermint Tea Sales Forecast by Type (2026-2033) & (K MT)

Table 127. Global Peppermint Tea Market Size Forecast by Type (2026-2033) & (M USD)

Table 128. Global Peppermint Tea Price Forecast by Type (2026-2033) & (USD/KG)

Table 129. Global Peppermint Tea Sales (K MT) Forecast by Application (2026-2033)

Table 130. Global Peppermint Tea Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Peppermint Tea
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Peppermint Tea Market Size (M USD), 2024-2033
- Figure 5. Global Peppermint Tea Market Size (M USD) (2020-2033)
- Figure 6. Global Peppermint Tea Sales (K MT) & (2020-2033)
- 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. Peppermint Tea Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Peppermint Tea Product Life Cycle
- Figure 13. Peppermint Tea Sales Share by Manufacturers in 2024
- Figure 14. Global Peppermint Tea Revenue Share by Manufacturers in 2024
- Figure 15. Peppermint Tea Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Peppermint Tea Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Peppermint Tea Revenue in 2024
- Figure 18. Industry Chain Map of Peppermint Tea
- Figure 19. Global Peppermint Tea Market PEST Analysis
- Figure 20. Global Peppermint Tea Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Peppermint Tea Market Share by Type
- Figure 27. Sales Market Share of Peppermint Tea by Type (2020-2025)
- Figure 28. Sales Market Share of Peppermint Tea by Type in 2024
- Figure 29. Market Size Share of Peppermint Tea by Type (2020-2025)
- Figure 30. Market Size Share of Peppermint Tea by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Peppermint Tea Market Share by Application

- Figure 33. Global Peppermint Tea Sales Market Share by Application (2020-2025)
- Figure 34. Global Peppermint Tea Sales Market Share by Application in 2024
- Figure 35. Global Peppermint Tea Market Share by Application (2020-2025)
- Figure 36. Global Peppermint Tea Market Share by Application in 2024
- Figure 37. Global Peppermint Tea Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Peppermint Tea Sales Market Share by Region (2020-2025)
- Figure 39. Global Peppermint Tea Market Size Market Share by Region (2020-2025)
- Figure 40. North America Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Peppermint Tea Sales Market Share by Country in 2024
- Figure 43. North America Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Peppermint Tea Market Size Market Share by Country in 2024
- Figure 45. U.S. Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Peppermint Tea Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Peppermint Tea Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Peppermint Tea Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Peppermint Tea Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Peppermint Tea Sales Market Share by Country in 2024
- Figure 53. Europe Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Peppermint Tea Market Size Market Share by Country in 2024
- Figure 55. Germany Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 65. Asia Pacific Peppermint Tea Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific Peppermint Tea Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Peppermint Tea Market Size Market Share by Region in 2024
- Figure 68. China Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Peppermint Tea Sales and Growth Rate (K MT)
- Figure 79. South America Peppermint Tea Sales Market Share by Country in 2024
- Figure 80. South America Peppermint Tea Market Size and Growth Rate (M USD)
- Figure 81. South America Peppermint Tea Market Size Market Share by Country in 2024
- Figure 82. Brazil Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Peppermint Tea Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Peppermint Tea Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Peppermint Tea Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Peppermint Tea Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Peppermint Tea Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Peppermint Tea Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Peppermint Tea Production Market Share by Region (2020-2025)

Figure 103. North America Peppermint Tea Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Peppermint Tea Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Peppermint Tea Production (K MT) Growth Rate (2020-2025)

Figure 106. China Peppermint Tea Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Peppermint Tea Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Peppermint Tea Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Peppermint Tea Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Peppermint Tea Market Share Forecast by Type (2026-2033)

Figure 111. Global Peppermint Tea Sales Forecast by Application (2026-2033)

Figure 112. Global Peppermint Tea Market Share Forecast by Application (2026-2033)

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