

Global Yerba Mate Tea Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview:

Yerba mate is made from the naturally caffeinated and nourishing leaves of the celebrated South American rainforest holly tree (*Ilex paraguariensis*).

Yerba Mate has the "strength of coffee, the health benefits of tea, and the euphoria of chocolate" all in one beverage. Of the six commonly used stimulants in the world: coffee, tea, kola nut, cocoa and guarana, yerba mate triumphs as the most balanced, delivering both energy and nutrition.

Yerba mate is the national drink of Argentina, Paraguay, Uruguay, and Southern Brazil where it is consumed 6 to 1 over coffee.

The Global Yerba Mate Tea Market Size was estimated at USD 1697.92 million in 2023 and is projected to reach USD 2211.13 million by 2029, exhibiting a CAGR of 4.50% during the forecast period.

This report provides a deep insight into the global Yerba Mate 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 Yerba Mate 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 Yerba Mate Tea market in any manner.

Global Yerba Mate 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

Pure Leaf Naturals

Guayaki

Yuyo Drinks Ltd.

ECOTEAS

Mate Factor

Establecimiento Las Maras

Kraus

Market Segmentation (by Type)

Powder

Liquid Concentrate

Leaves

Market Segmentation (by Application)

Food & Beverage

Functional Foods

Cosmetics & Personal Care

Dietary Supplements

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 Yerba Mate Tea Market

Overview of the regional outlook of the Yerba Mate 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

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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 Yerba Mate 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 Yerba Mate Tea

1.2 Key Market Segments

1.2.1 Yerba Mate Tea Segment by Type

1.2.2 Yerba Mate 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 YERBA MATE TEA MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Yerba Mate Tea Market Size (M USD) Estimates and Forecasts (2019-2030)

2.1.2 Global Yerba Mate Tea Sales Estimates and Forecasts (2019-2030)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 YERBA MATE TEA MARKET COMPETITIVE LANDSCAPE

3.1 Global Yerba Mate Tea Sales by Manufacturers (2019-2024)

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

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

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

3.5 Manufacturers Yerba Mate Tea Sales Sites, Area Served, Product Type

3.6 Yerba Mate Tea Market Competitive Situation and Trends

3.6.1 Yerba Mate Tea Market Concentration Rate

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

3.6.3 Mergers & Acquisitions, Expansion

4 YERBA MATE TEA INDUSTRY CHAIN ANALYSIS

4.1 Yerba Mate 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 YERBA MATE 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 YERBA MATE TEA MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

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

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

6.4 Global Yerba Mate Tea Price by Type (2019-2024)

7 YERBA MATE TEA MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

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

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

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

8 YERBA MATE TEA MARKET SEGMENTATION BY REGION

8.1 Global Yerba Mate Tea Sales by Region

8.1.1 Global Yerba Mate Tea Sales by Region

8.1.2 Global Yerba Mate Tea Sales Market Share by Region

8.2 North America

8.2.1 North America Yerba Mate Tea Sales by Country

8.2.2 U.S.

- 8.2.3 Canada
- 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Yerba Mate 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 Yerba Mate 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 Yerba Mate 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 Yerba Mate 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 Pure Leaf Naturals
 - 9.1.1 Pure Leaf Naturals Yerba Mate Tea Basic Information
 - 9.1.2 Pure Leaf Naturals Yerba Mate Tea Product Overview
 - 9.1.3 Pure Leaf Naturals Yerba Mate Tea Product Market Performance
 - 9.1.4 Pure Leaf Naturals Business Overview
 - 9.1.5 Pure Leaf Naturals Yerba Mate Tea SWOT Analysis
 - 9.1.6 Pure Leaf Naturals Recent Developments
- 9.2 Guayaki

- 9.2.1 Guayaki Yerba Mate Tea Basic Information
- 9.2.2 Guayaki Yerba Mate Tea Product Overview
- 9.2.3 Guayaki Yerba Mate Tea Product Market Performance
- 9.2.4 Guayaki Business Overview
- 9.2.5 Guayaki Yerba Mate Tea SWOT Analysis
- 9.2.6 Guayaki Recent Developments
- 9.3 Yuyo Drinks Ltd.
 - 9.3.1 Yuyo Drinks Ltd. Yerba Mate Tea Basic Information
 - 9.3.2 Yuyo Drinks Ltd. Yerba Mate Tea Product Overview
 - 9.3.3 Yuyo Drinks Ltd. Yerba Mate Tea Product Market Performance
 - 9.3.4 Yuyo Drinks Ltd. Yerba Mate Tea SWOT Analysis
 - 9.3.5 Yuyo Drinks Ltd. Business Overview
 - 9.3.6 Yuyo Drinks Ltd. Recent Developments
- 9.4 ECOTEAS
 - 9.4.1 ECOTEAS Yerba Mate Tea Basic Information
 - 9.4.2 ECOTEAS Yerba Mate Tea Product Overview
 - 9.4.3 ECOTEAS Yerba Mate Tea Product Market Performance
 - 9.4.4 ECOTEAS Business Overview
 - 9.4.5 ECOTEAS Recent Developments
- 9.5 Mate Factor
 - 9.5.1 Mate Factor Yerba Mate Tea Basic Information
 - 9.5.2 Mate Factor Yerba Mate Tea Product Overview
 - 9.5.3 Mate Factor Yerba Mate Tea Product Market Performance
 - 9.5.4 Mate Factor Business Overview
 - 9.5.5 Mate Factor Recent Developments
- 9.6 Establecimiento Las Maras
 - 9.6.1 Establecimiento Las Maras Yerba Mate Tea Basic Information
 - 9.6.2 Establecimiento Las Maras Yerba Mate Tea Product Overview
 - 9.6.3 Establecimiento Las Maras Yerba Mate Tea Product Market Performance
 - 9.6.4 Establecimiento Las Maras Business Overview
 - 9.6.5 Establecimiento Las Maras Recent Developments
- 9.7 Kraus
 - 9.7.1 Kraus Yerba Mate Tea Basic Information
 - 9.7.2 Kraus Yerba Mate Tea Product Overview
 - 9.7.3 Kraus Yerba Mate Tea Product Market Performance
 - 9.7.4 Kraus Business Overview
 - 9.7.5 Kraus Recent Developments

10 YERBA MATE TEA MARKET FORECAST BY REGION

10.1 Global Yerba Mate Tea Market Size Forecast

10.2 Global Yerba Mate Tea Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Yerba Mate Tea Market Size Forecast by Country

10.2.3 Asia Pacific Yerba Mate Tea Market Size Forecast by Region

10.2.4 South America Yerba Mate Tea Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Yerba Mate Tea by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Yerba Mate Tea Market Forecast by Type (2025-2030)

11.1.1 Global Forecasted Sales of Yerba Mate Tea by Type (2025-2030)

11.1.2 Global Yerba Mate Tea Market Size Forecast by Type (2025-2030)

11.1.3 Global Forecasted Price of Yerba Mate Tea by Type (2025-2030)

11.2 Global Yerba Mate Tea Market Forecast by Application (2025-2030)

11.2.1 Global Yerba Mate Tea Sales (Kilotons) Forecast by Application

11.2.2 Global Yerba Mate Tea Market Size (M USD) Forecast by Application (2025-2030)

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. Yerba Mate Tea Market Size Comparison by Region (M USD)
- Table 5. Global Yerba Mate Tea Sales (Kilotons) by Manufacturers (2019-2024)
- Table 6. Global Yerba Mate Tea Sales Market Share by Manufacturers (2019-2024)
- Table 7. Global Yerba Mate Tea Revenue (M USD) by Manufacturers (2019-2024)
- Table 8. Global Yerba Mate Tea Revenue Share by Manufacturers (2019-2024)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Yerba Mate Tea as of 2022)
- Table 10. Global Market Yerba Mate Tea Average Price (USD/Ton) of Key Manufacturers (2019-2024)
- Table 11. Manufacturers Yerba Mate Tea Sales Sites and Area Served
- Table 12. Manufacturers Yerba Mate Tea Product Type
- Table 13. Global Yerba Mate Tea Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Yerba Mate 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. Yerba Mate Tea Market Challenges
- Table 22. Global Yerba Mate Tea Sales by Type (Kilotons)
- Table 23. Global Yerba Mate Tea Market Size by Type (M USD)
- Table 24. Global Yerba Mate Tea Sales (Kilotons) by Type (2019-2024)
- Table 25. Global Yerba Mate Tea Sales Market Share by Type (2019-2024)
- Table 26. Global Yerba Mate Tea Market Size (M USD) by Type (2019-2024)
- Table 27. Global Yerba Mate Tea Market Size Share by Type (2019-2024)
- Table 28. Global Yerba Mate Tea Price (USD/Ton) by Type (2019-2024)
- Table 29. Global Yerba Mate Tea Sales (Kilotons) by Application
- Table 30. Global Yerba Mate Tea Market Size by Application
- Table 31. Global Yerba Mate Tea Sales by Application (2019-2024) & (Kilotons)
- Table 32. Global Yerba Mate Tea Sales Market Share by Application (2019-2024)

Table 33. Global Yerba Mate Tea Sales by Application (2019-2024) & (M USD)

Table 34. Global Yerba Mate Tea Market Share by Application (2019-2024)

Table 35. Global Yerba Mate Tea Sales Growth Rate by Application (2019-2024)

Table 36. Global Yerba Mate Tea Sales by Region (2019-2024) & (Kilotons)

Table 37. Global Yerba Mate Tea Sales Market Share by Region (2019-2024)

Table 38. North America Yerba Mate Tea Sales by Country (2019-2024) & (Kilotons)

Table 39. Europe Yerba Mate Tea Sales by Country (2019-2024) & (Kilotons)

Table 40. Asia Pacific Yerba Mate Tea Sales by Region (2019-2024) & (Kilotons)

Table 41. South America Yerba Mate Tea Sales by Country (2019-2024) & (Kilotons)

Table 42. Middle East and Africa Yerba Mate Tea Sales by Region (2019-2024) & (Kilotons)

Table 43. Pure Leaf Naturals Yerba Mate Tea Basic Information

Table 44. Pure Leaf Naturals Yerba Mate Tea Product Overview

Table 45. Pure Leaf Naturals Yerba Mate Tea Sales (Kilotons), Revenue (M USD), Price (USD/Ton) and Gross Margin (2019-2024)

Table 46. Pure Leaf Naturals Business Overview

Table 47. Pure Leaf Naturals Yerba Mate Tea SWOT Analysis

Table 48. Pure Leaf Naturals Recent Developments

Table 49. Guayaki Yerba Mate Tea Basic Information

Table 50. Guayaki Yerba Mate Tea Product Overview

Table 51. Guayaki Yerba Mate Tea Sales (Kilotons), Revenue (M USD), Price (USD/Ton) and Gross Margin (2019-2024)

Table 52. Guayaki Business Overview

Table 53. Guayaki Yerba Mate Tea SWOT Analysis

Table 54. Guayaki Recent Developments

Table 55. Yuyo Drinks Ltd. Yerba Mate Tea Basic Information

Table 56. Yuyo Drinks Ltd. Yerba Mate Tea Product Overview

Table 57. Yuyo Drinks Ltd. Yerba Mate Tea Sales (Kilotons), Revenue (M USD), Price (USD/Ton) and Gross Margin (2019-2024)

Table 58. Yuyo Drinks Ltd. Yerba Mate Tea SWOT Analysis

Table 59. Yuyo Drinks Ltd. Business Overview

Table 60. Yuyo Drinks Ltd. Recent Developments

Table 61. ECOTEAS Yerba Mate Tea Basic Information

Table 62. ECOTEAS Yerba Mate Tea Product Overview

Table 63. ECOTEAS Yerba Mate Tea Sales (Kilotons), Revenue (M USD), Price (USD/Ton) and Gross Margin (2019-2024)

Table 64. ECOTEAS Business Overview

Table 65. ECOTEAS Recent Developments

Table 66. Mate Factor Yerba Mate Tea Basic Information

- Table 67. Mate Factor Yerba Mate Tea Product Overview
- Table 68. Mate Factor Yerba Mate Tea Sales (Kilotons), Revenue (M USD), Price (USD/Ton) and Gross Margin (2019-2024)
- Table 69. Mate Factor Business Overview
- Table 70. Mate Factor Recent Developments
- Table 71. Establecimiento Las Maras Yerba Mate Tea Basic Information
- Table 72. Establecimiento Las Maras Yerba Mate Tea Product Overview
- Table 73. Establecimiento Las Maras Yerba Mate Tea Sales (Kilotons), Revenue (M USD), Price (USD/Ton) and Gross Margin (2019-2024)
- Table 74. Establecimiento Las Maras Business Overview
- Table 75. Establecimiento Las Maras Recent Developments
- Table 76. Kraus Yerba Mate Tea Basic Information
- Table 77. Kraus Yerba Mate Tea Product Overview
- Table 78. Kraus Yerba Mate Tea Sales (Kilotons), Revenue (M USD), Price (USD/Ton) and Gross Margin (2019-2024)
- Table 79. Kraus Business Overview
- Table 80. Kraus Recent Developments
- Table 81. Global Yerba Mate Tea Sales Forecast by Region (2025-2030) & (Kilotons)
- Table 82. Global Yerba Mate Tea Market Size Forecast by Region (2025-2030) & (M USD)
- Table 83. North America Yerba Mate Tea Sales Forecast by Country (2025-2030) & (Kilotons)
- Table 84. North America Yerba Mate Tea Market Size Forecast by Country (2025-2030) & (M USD)
- Table 85. Europe Yerba Mate Tea Sales Forecast by Country (2025-2030) & (Kilotons)
- Table 86. Europe Yerba Mate Tea Market Size Forecast by Country (2025-2030) & (M USD)
- Table 87. Asia Pacific Yerba Mate Tea Sales Forecast by Region (2025-2030) & (Kilotons)
- Table 88. Asia Pacific Yerba Mate Tea Market Size Forecast by Region (2025-2030) & (M USD)
- Table 89. South America Yerba Mate Tea Sales Forecast by Country (2025-2030) & (Kilotons)
- Table 90. South America Yerba Mate Tea Market Size Forecast by Country (2025-2030) & (M USD)
- Table 91. Middle East and Africa Yerba Mate Tea Consumption Forecast by Country (2025-2030) & (Units)
- Table 92. Middle East and Africa Yerba Mate Tea Market Size Forecast by Country (2025-2030) & (M USD)

Table 93. Global Yerba Mate Tea Sales Forecast by Type (2025-2030) & (Kilotons)

Table 94. Global Yerba Mate Tea Market Size Forecast by Type (2025-2030) & (M USD)

Table 95. Global Yerba Mate Tea Price Forecast by Type (2025-2030) & (USD/Ton)

Table 96. Global Yerba Mate Tea Sales (Kilotons) Forecast by Application (2025-2030)

Table 97. Global Yerba Mate Tea Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Yerba Mate Tea
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Yerba Mate Tea Market Size (M USD), 2019-2030
- Figure 5. Global Yerba Mate Tea Market Size (M USD) (2019-2030)
- Figure 6. Global Yerba Mate Tea Sales (Kilotons) & (2019-2030)
- 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. Yerba Mate Tea Market Size by Country (M USD)
- Figure 11. Yerba Mate Tea Sales Share by Manufacturers in 2023
- Figure 12. Global Yerba Mate Tea Revenue Share by Manufacturers in 2023
- Figure 13. Yerba Mate Tea Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Yerba Mate Tea Average Price (USD/Ton) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Yerba Mate Tea Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Yerba Mate Tea Market Share by Type
- Figure 18. Sales Market Share of Yerba Mate Tea by Type (2019-2024)
- Figure 19. Sales Market Share of Yerba Mate Tea by Type in 2023
- Figure 20. Market Size Share of Yerba Mate Tea by Type (2019-2024)
- Figure 21. Market Size Market Share of Yerba Mate Tea by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Yerba Mate Tea Market Share by Application
- Figure 24. Global Yerba Mate Tea Sales Market Share by Application (2019-2024)
- Figure 25. Global Yerba Mate Tea Sales Market Share by Application in 2023
- Figure 26. Global Yerba Mate Tea Market Share by Application (2019-2024)
- Figure 27. Global Yerba Mate Tea Market Share by Application in 2023
- Figure 28. Global Yerba Mate Tea Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Yerba Mate Tea Sales Market Share by Region (2019-2024)
- Figure 30. North America Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 31. North America Yerba Mate Tea Sales Market Share by Country in 2023

- Figure 32. U.S. Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 33. Canada Yerba Mate Tea Sales (Kilotons) and Growth Rate (2019-2024)
- Figure 34. Mexico Yerba Mate Tea Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 36. Europe Yerba Mate Tea Sales Market Share by Country in 2023
- Figure 37. Germany Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 38. France Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 39. U.K. Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 40. Italy Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 41. Russia Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 42. Asia Pacific Yerba Mate Tea Sales and Growth Rate (Kilotons)
- Figure 43. Asia Pacific Yerba Mate Tea Sales Market Share by Region in 2023
- Figure 44. China Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 45. Japan Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 46. South Korea Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 47. India Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 48. Southeast Asia Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 49. South America Yerba Mate Tea Sales and Growth Rate (Kilotons)
- Figure 50. South America Yerba Mate Tea Sales Market Share by Country in 2023
- Figure 51. Brazil Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 52. Argentina Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 53. Columbia Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 54. Middle East and Africa Yerba Mate Tea Sales and Growth Rate (Kilotons)
- Figure 55. Middle East and Africa Yerba Mate Tea Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 57. UAE Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 58. Egypt Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 59. Nigeria Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 60. South Africa Yerba Mate Tea Sales and Growth Rate (2019-2024) & (Kilotons)
- Figure 61. Global Yerba Mate Tea Sales Forecast by Volume (2019-2030) & (Kilotons)
- Figure 62. Global Yerba Mate Tea Market Size Forecast by Value (2019-2030) & (M USD)
- Figure 63. Global Yerba Mate Tea Sales Market Share Forecast by Type (2025-2030)
- Figure 64. Global Yerba Mate Tea Market Share Forecast by Type (2025-2030)

Figure 65. Global Yerba Mate Tea Sales Forecast by Application (2025-2030)

Figure 66. Global Yerba Mate Tea Market Share Forecast by Application (2025-2030)

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