

Global Tea Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Tea market size will reach 131,498 Million USD in 2025 and is projected to reach 205,153 Million USD by 2032, with a CAGR of 6.56% (2025-2032). Notably, the China Tea market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Tea is a popular beverage made from the leaves of the *Camellia sinensis* plant, native to Asia. It is enjoyed worldwide for its diverse flavors, aromas, and health benefits. There are several types of tea, including black, green, white, oolong, and herbal teas, each produced through different processing methods and containing unique flavor profiles and nutritional properties. To make tea, tea leaves are typically harvested, processed, and brewed in hot water. The brewing process releases various compounds and flavors from the tea leaves, resulting in a flavorful and aromatic beverage. Tea is commonly consumed for its refreshing taste and stimulating effects due to its caffeine content. Additionally, tea is rich in antioxidants and other beneficial compounds that may promote health and well-being, including heart health, weight management, and improved immune function. Tea culture varies widely across different regions and cultures, with unique traditions, rituals, and preferences associated with tea consumption.

The major global manufacturers of Tea include Bigelow, Lipton, Stash Tea, Yogi Tea, Numi, Organic India, 24 Mantra, Basilur, Typhoo, Twinings, Gyokuro, Sencha, Bancha,

Dragon Well, Pi Lo Chun, Mao Feng, Xinyang Maojian, Anji green tea, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Tea. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Tea market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Tea market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Tea industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Tea Include:

Bigelow

Lipton

Stash Tea

Yogi Tea

Numi

Organic India

24 Mantra

Basilur

Typhoo

Twinings

Gyokuro

Sencha

Bancha

Dragon Well

Pi Lo Chun

Mao Feng

Xinyang Maojian

Anji green tea

Tea Product Segment Include:

Black Tea

Green Tea

White Tea

Others

Tea Product Application Include:

Supermarkets

Convenience Stores

Online Stores

Others

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