

# ASEAN: Tea Market

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## Abstracts

This report presents a strategic analysis of the tea market in the ASEAN countries and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc. This is the most detailed and comprehensive report about the tea market in the ASEAN countries currently available!

The purpose of the report is to describe the state of the tea market in the ASEAN countries, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy?s methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the tea market in the ASEAN countries covers the following countries: Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.

The report on the tea market in the ASEAN countries includes:

Analysis and forecast for the economy of the ASEAN countries;

Analysis and forecast for the agricultural industry in the ASEAN countries;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, by product types/end use segments, by country, etc.);

Country information - breakdown by country for all major indicators, showing the exact volumes and values for each individual country, covered in the report;

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Profiles of the main companies, producing tea in the ASEAN countries;

Harvest area and yield;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Market attractiveness analysis;

Analysis of the major trade flows;

Forecast for market development in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure ? past, present and future;

See the exact usage of tea in the ASEAN countries by main end use segments/product groups in the last five years and a forecast for its development in the medium term;

Strategically assess the competitive position of the main domestic producers;

Get and compare information at both aggregate level (for the whole region) and for each individual country, covered in the report;

Explore and identify new market opportunities in the countries and regions within the market;

Find out the most promising products/markets (by end use);

Find out the most promising supplying country;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using official and accurate data and calculations.

This is the most comprehensive report covering the tea market in the ASEAN countries currently available! We also offer similar reports, covering every global country, region and the world as an overall and offer special terms for bundle purchases. So, if you are interested in the tea market in the ASEAN countries, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF TEA**

### **4. STATE OF THE ECONOMY OF THE ASEAN COUNTRIES**

- 4.1. Characteristics of the economy of the ASEAN countries in 2015-2019
- 4.2. Forecast for the development of the economy of the ASEAN countries for 2020-2022

### **5. STATE OF THE AGRICULTURAL INDUSTRY IN THE ASEAN COUNTRIES**

- 5.1. Characteristics of the agricultural industry in the ASEAN countries in 2015-2019
- 5.2. Forecast for the development of the agricultural industry in the ASEAN countries for 2020-2022

### **6. OVERVIEW AND ANALYSIS OF THE TEA MARKET IN THE ASEAN COUNTRIES**

- 6.1. Volume, value and dynamics of the tea market in the ASEAN countries in 2015-2019
- 6.2. Structure of the tea market in the ASEAN countries in 2015-2019: production, imports, exports, consumption
- 6.3. Structure of the tea market in the ASEAN countries in 2015-2019 by origin
- 6.4. Structure of the tea market in the ASEAN countries in 2015-2019 by country
- 6.5. Structure of the tea market in the ASEAN countries in 2015-2019 by end use segments/main product groups and forecast for its development in the medium term
- 6.6. Key recent trends on the tea market in the ASEAN countries
- 6.7. Competitive landscape of the market
- 6.8. Five Forces analysis
- 6.9. Most promising products/markets (by end use);
- 6.10. Most promising supplying country;
- 6.11. Market attractiveness analysis

6.12. Key drivers and restraints for the market development in the medium term

## **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF TEA IN THE ASEAN COUNTRIES**

7.1. Volume, value and dynamics of the domestic production of tea in the ASEAN countries in 2015-2019 and forecast for 2020-2025

7.2. Structure of the ASEAN production of tea in 2015-2019 by countries

7.3. Characteristics of the main producers of tea in the ASEAN countries

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF TEA IN THE ASEAN COUNTRIES**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of tea in the ASEAN countries in 2015-2019

8.4. Characteristics of other prices of tea

## **9. TRADE BALANCE OF THE FOREIGN TRADE OPERATIONS OF TEA IN THE ASEAN COUNTRIES**

9.1. Trade balance of the foreign trade operations of tea in the ASEAN countries in 2015-2019

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF TEA TO THE ASEAN MARKET**

10.1. Volume, value and dynamics of the imports of tea to the ASEAN countries in 2015-2019

10.2. Major trade inflows of tea imports to the ASEAN countries in 2015-2019

10.3. Structure of the imports of tea in 2015-2019 by importing countries

10.4. Average prices of the tea, imported to the ASEAN countries in 2015-2019

## **11. OVERVIEW AND ANALYSIS OF THE ASEAN EXPORTS OF TEA**

11.1. Volume, value and dynamics of the ASEAN exports of tea in 2015-2019

11.2. Major trade outflows of tea exports from the ASEAN countries in 2015-2019

11.3. Structure of the ASEAN exports of tea in 2015-2019 by exporting countries

11.4. Average prices of the ASEAN exports of tea in 2015-2019

## **12. CHARACTERISTICS OF THE CONSUMPTION OF TEA IN THE ASEAN COUNTRIES**

12.1. Volume, value and dynamics of the consumption of tea in the ASEAN countries in 2015-2019

12.2. Structure of the consumption of tea in the ASEAN countries in 2015-2019 (by origin, by channel, by country)

12.3. Volume, value and dynamics of the per capita consumption of tea in the ASEAN countries in 2015-2019

12.4. Balance between domestic supply and domestic demand on the tea market in the ASEAN countries in 2015-2019 and forecast for its development in the medium term

## **13. FORECAST FOR DEVELOPMENT OF THE TEA MARKET IN THE ASEAN COUNTRIES IN 2020-2025**

13.1. Factors, influencing the development of the tea market in the ASEAN countries in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the tea market in the ASEAN countries in 2015-2019

Key indicators of the economy of the ASEAN countries in 2015-2019

Forecast for the economy of the ASEAN countries in 2020-2022

Key indicators of the agricultural industry in the ASEAN countries in 2015-2019

Forecast for the agricultural industry in the ASEAN countries for 2020-2022

Volume and dynamics of the tea market in the ASEAN countries in 2015-2019

Value and dynamics of the tea market in the ASEAN countries in 2015-2019

Structure of the tea market in the ASEAN countries in 2015-2019, in volume terms

Structure of the tea market in the ASEAN countries in 2015-2019, in value terms

Structure of the tea market in the ASEAN countries by origin in 2015-2019, in volume terms

Structure of the tea market in the ASEAN countries by origin in 2015-2019, in value terms

Structure of the tea market in the ASEAN countries by country in 2015-2019, in volume terms

Structure of the tea market in the ASEAN countries by country in 2015-2019, in value terms

Structure of the tea market in the ASEAN countries by end use segments/main product groups in 2015-2019, in volume terms

Forecast for the structure of the tea market in the ASEAN countries by end use segments/main product groups in 2020-2025, in volume terms

Five Forces analysis

Most promising products/markets (by end use)

Most promising supplying country

Market attractiveness analysis

Volume and dynamics of the domestic production of tea in the ASEAN countries in 2015-2019

Value and dynamics of the domestic production of tea in the ASEAN countries in 2015-2019

Structure of the domestic production of tea in the ASEAN countries by producing countries in 2015-2019, in volume terms

Structure of the domestic production of tea in the ASEAN countries by producing countries in 2015-2019, in value terms

Forecast for the production of tea in the ASEAN countries in 2020-2025



Value chain analysis of the tea market in the ASEAN countries

Cost breakdown of the price formation of tea in the ASEAN countries, in %

Volume and dynamics of the average producer prices of tea in the ASEAN countries in 2015-2019

Volume and dynamics of the average producer prices of tea in the ASEAN countries by producing countries in 2015-2019

Volume and dynamics of other prices of tea in the ASEAN countries (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of tea foreign trade in the ASEAN countries in 2015-2019, in volume terms

Trade balance of tea foreign trade in the ASEAN countries in 2015-2019, in value terms

Trade balance of tea foreign trade in the ASEAN countries by trading countries in 2015-2019, in volume terms

Trade balance of tea foreign trade in the ASEAN countries by trading countries in 2015-2019, in value terms

Volume and dynamics of the imports of tea to the ASEAN countries in 2015-2019

Value and dynamics of the imports of tea to the ASEAN countries in 2015-2019

Main countries, exporting tea to the ASEAN countries in 2015-2019, in volume terms

Main countries, exporting tea to the ASEAN countries in 2015-2019, in value terms

Structure of the imports of tea to the ASEAN countries by importing countries in 2015-2019, in volume terms

Structure of the imports of tea to the ASEAN countries by importing countries in 2015-2019, in value terms

Average prices of the tea, imported to the ASEAN countries in 2015-2019

Average prices of the tea, imported to the ASEAN countries in 2015-2019 by importing countries

Volume and dynamics of the ASEAN exports of tea in 2015-2019

Value and dynamics of the ASEAN exports of tea in 2015-2019

Recipient countries of the ASEAN exports of tea in 2015-2019, in volume terms

Recipient countries of the ASEAN exports of tea in 2015-2019, in value terms

Structure of the ASEAN exports of tea by exporting countries in 2015-2019, in volume terms

Structure of the ASEAN exports of tea by exporting countries in 2015-2019, in value terms

Average prices of the ASEAN exports of tea in 2015-2019

Average prices of the ASEAN exports of tea in 2015-2019 by exporting countries

Volume and dynamics of the consumption of tea in the ASEAN countries in 2015-2019

Value and dynamics of the consumption of tea in the ASEAN countries in 2015-2019

Structure of the consumption of tea in the ASEAN countries in 2015-2019, in volume

terms

Structure of the consumption of tea in the ASEAN countries in 2015-2019, in value terms

Structure of the consumption of tea in the ASEAN countries by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of tea in the ASEAN countries in 2015-2019

Value and dynamics of the per capita consumption of tea in the ASEAN countries in 2015-2019

Balance between domestic supply and domestic demand on the tea market in the ASEAN countries in 2015-2019, in volume terms

Balance between domestic supply and domestic demand on the tea market in the ASEAN countries in 2015-2019, in value terms

Forecast for the total demand for tea in the ASEAN countries in 2020-2025 (under the framework of the base scenario), in volume and value terms

Forecast for the total demand for tea in the ASEAN countries in 2020-2025 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total demand for tea in the ASEAN countries in 2020-2025 (under the framework of the optimistic scenario), in volume and value terms

List of figures

Volume and dynamics of the tea market in the ASEAN countries in 2015-2019

Value and dynamics of the tea market in the ASEAN countries in 2015-2019

Structure of the tea market in the ASEAN countries in 2015-2019, in volume terms

Structure of the tea market in the ASEAN countries in 2015-2019, in value terms

Structure of the tea market in the ASEAN countries by origin in volume terms in 2015-2019

Structure of the tea market in the ASEAN countries by origin in value terms in 2015-2019

Structure of the tea market in the ASEAN countries by country in 2015-2019, in volume terms

Structure of the tea market in the ASEAN countries by country in 2015-2019, in value terms

Structure of the tea market in the ASEAN countries by end use segments/main product groups in 2015-2019, in volume terms

Forecast for the structure of the tea market in the ASEAN countries by end use segments/main product groups in 2020-2025, in volume terms

Volume and dynamics of the domestic production of tea in the ASEAN countries in

2015-2019

Value and dynamics of the domestic production of tea in the ASEAN countries in 2015-2019

Structure of the domestic production of tea in the ASEAN countries by producing countries in 2015-2019, in volume terms

Structure of the domestic production of tea in the ASEAN countries by producing countries in 2015-2019, in value terms

Forecast for the production of tea in the ASEAN countries in 2020-2025

Value chain analysis of the tea market in the ASEAN countries

Structure of the tea price formation in the ASEAN countries, in %

Volume and dynamics of the average producer prices of tea in the ASEAN countries in 2015-2019

Deviation of the average producer prices of tea in the ASEAN countries in 2015-2019 by producing countries

Volume and dynamics of other prices of tea in the ASEAN countries (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of tea foreign trade in the ASEAN countries in 2015-2019, in volume terms

Trade balance of tea foreign trade in the ASEAN countries in 2015-2019, in value terms

Trade balance of tea foreign trade in the ASEAN countries by trading countries in 2015-2019, in volume terms

Trade balance of tea foreign trade in the ASEAN countries by trading countries in 2015-2019, in value terms

Volume and dynamics of the imports of tea to the ASEAN countries in 2015-2019

Value and dynamics of the imports of tea to the ASEAN countries in 2015-2019

Main countries, exporting tea to the ASEAN countries in 2015-2019, in volume terms

Main countries, exporting tea to the ASEAN countries in 2015-2019, in value terms

Structure of the imports of tea to the ASEAN countries by importing countries in 2015-2019, in volume terms

Structure of the imports of tea to the ASEAN countries by importing countries in 2015-2019, in value terms

Average prices of the tea, imported to the ASEAN countries in 2015-2019

Average prices of the tea, imported to the ASEAN countries in 2015-2019 by importing countries

Volume and dynamics of the ASEAN exports of tea in 2015-2019

Value and dynamics of the ASEAN exports of tea in 2015-2019

Recipient countries of the ASEAN exports of tea in 2015-2019, in volume terms

Recipient countries of the ASEAN exports of tea in 2015-2019, in value terms

Structure of the ASEAN exports of tea by exporting countries in 2015-2019, in volume

terms

Structure of the ASEAN exports of tea by exporting countries in 2015-2019, in value terms

Average prices of the ASEAN exports of tea in 2015-2019

Average prices of the ASEAN exports of tea in 2015-2019 by exporting countries

Volume and dynamics of the consumption of tea in the ASEAN countries in 2015-2019

Value and dynamics of the consumption of tea in the ASEAN countries in 2015-2019

Structure of the consumption of tea in the ASEAN countries in 2015-2019, in volume terms

Structure of the consumption of tea in the ASEAN countries in 2015-2019, in value terms

Structure of the consumption of tea in the ASEAN countries by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of tea in the ASEAN countries in 2015-2019

Value and dynamics of the per capita consumption of tea in the ASEAN countries in 2015-2019

Balance between domestic supply and domestic demand on the tea market in the ASEAN countries in 2015-2019, in volume terms

Balance between domestic supply and domestic demand on the tea market in the ASEAN countries in 2015-2019, in value terms

Forecast for the total demand for tea in the ASEAN countries in 2020-2025 (under the framework of the base scenario), in volume and value terms

Forecast for the total demand for tea in the ASEAN countries in 2020-2025 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total demand for tea in the ASEAN countries in 2020-2025 (under the framework of the optimistic scenario), in volume and value terms

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