

Green Tea: Market Research Report

https://marketpublishers.com/r/GDFAC4D29EEEN.html

Date: February 2010

Pages: 406

Price: US\$ 3,950.00 (Single User License)

ID: GDFAC4D29EEEN

Abstracts

This report analyzes the worldwide markets for Green Tea in Thousand Tons.

The report provides separate comprehensive analytics for US, Canada, Japan, Europe, Asia-Pacific, and Rest of World.

Annual forecasts are provided for each region for the period 2006 through 2015.

The report profiles 154 companies including many key and niche players worldwide such as AMORE Pacific Corp., AMORE Pacific Corp., Celestial Seasonings, DSM Nutritional Products, Ferolito, Vultaggio & Sons, Arizona Beverage Company, Finlays Beverages Ltd., Frontier Natural Products Co-Op., Hambleden Herbs, Honest Tea, Inc., ITO EN, Kirin Beverage Corp., Nestle S.A., Northern Tea Merchants Ltd., Numi Organic Tea, Oishi Group Plc. Oregon Chai Inc., PG Tips, Pukka Herbs Ltd., Qi Teas (Herbal Health Ltd.), R Twinings & Co Ltd., Ringtons, St James's Teas, Suntory Holdings Limited, Taylors of Harrogate Ltd., Tetley GB Ltd., The Coca-Cola Company, The Kent Tea & Trading Company, The Republic Of Tea, The Stash Tea Company, Uncle Lee's Tea, Inc., Uni-President Enterprises Corp., and Yogi Tea.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.



Contents

I.INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1.INDUSTRY OVERVIEW

Growing Health Awareness Drives Green Tea Market Market Estimates and Forecasts Major Green Tea Producing Countries

Table 1. Global Green Tea Production by Major Countries (2006) - China, Japan, Indonesia, Vietnam, and Others (includes corresponding Graph/Chart)

Table 2. Global Green Tea Production by Major Countries (2006): Percentage Share Breakdown for China, Japan, Indonesia, Vietnam, and Others (includes corresponding Graph/Chart)

Exports and Imports

Table 3. Global Green Tea Exports by Major Countries (2006) in Thousand Tons: China, Vietnam, Indonesia, and Japan (includes corresponding Graph/Chart)

Green Tea Extract Market

2.GLOBAL TEA MARKET

Table 4. Global Tea Production by Region (2008): Production Volume in Million Tons for China, India, Kenya, Sri Lanka, Vietnam, and Others (includes corresponding



Graph/Chart)

Table 5. Global Tea Production by Region (2008): Percentage Share Breakdown for China, India, Kenya, Sri Lanka, Vietnam, and Others (includes corresponding Graph/Chart)

3.PRODUCT OVERVIEW

Green Tea – A Prelude
Antioxidant Properties of Green Tea
Vitamin and Mineral Content of Green Tea
Preparing Green Tea
Green Tea Benefits
Research Studies
FDA's Stand on Green Tea Benefits
Green Tea- The Negative Side
Caffeine Related Side Effects
Interactions of Green Tea with Other Medications

4.RECENT INDUSTRY ACTIVITY

Coke/Nestle Joint Venture to Add Disclosure to the Packaging of Enviga Suntory Forays into US Green Tea Market with Nestle Hapugastenne Plantations to Enter Into a Joint Venture Duncans to Reintroduce and Launch New Products Tata Tea to Expand Across China and Far-East Tata Tea Inks Agreement with Zhejiang Tea Import & Export Coca-Cola to Acquire Dogadan Tea Company Tata Tea and Zhejiang Tea to Form a Joint Venture in China Tata Tea and ZOTD Forms Joint Venture Kirin Beverage and Osotspa Enters Into Joint Venture

5.PRODUCT LAUNCHES

Kemin to Introduce Blend of Green Tea and Rosemary Extracts
Pepsi-Lipton Tea Partnership Introduces First Sparkling Green Tea
Twinings Introduces Two New Green Tea Flavors
Blue California Introduces EGCG Green Tea Extract
Eiro Research Launches Eiro Energy



Sun Shower Launches New Line of Organic Super Blends

Explorer's Bounty Tribal Tea Introduces New Varieties of Organic Teas

Nescafe Launches New Greenblend

Taiyo Europe Unveils New Series of Highly Functional Green Tea Products

PepsiCola Launches Lipton 9

Honest Tea Launches New Brands

Frontier Introduces New Artisan Green Tea Varieties

Bigelow Partners with AriZona Beverages

Celsius Unveils Green Teas, Raspberry Acai and Peach Mango

Xlear Unveils Flavored Gum

CCA Industries Unveils Mega-T Plus

Fuze Beverage Unveils Flavored Black and Green Tea

Celestial Seasonings® Unveils Tropical Grapefruit and Cranberry Pomegranate Green

Tea

Sweet Leaf Tea Expands its RTD Portfolio

Zhena's Gypsy Tea Launches Pink Superberry Tea

Unilever Launches Lipton Fruit & Herbal Infusions Teas

Tetley Introduces Unflavored Green Teas

Danisco Launches Green Tea Extracts

Kirin Extends Ready-To-Drink Line

Amson Foods Unveils Green Tea

Stash Tea Unveils Green Tea Powders

Beverage Partners Unveils Enviga

LG and Amore to Extend Share in Green Tea Market

Coca-Cola Unveils ShiZen

Hansen Beverage Unveils Green Tea Sodas

Coca Cola Romania Unveils Nestea-Green Tea

6.FOCUS ON SELECT PLAYERS

AMORE Pacific Corp. (South Korea)

Associated British Foods LLC (UK)

Celestial Seasonings (UK)

DSM Nutritional Products (Europe)

Ferolito, Vultaggio & Sons (US)

Arizona Beverage Company (USA)

Finlays Beverages Ltd. (UK)

Frontier Natural Products Co-Op. (USA)

Hambleden Herbs (UK)



Honest Tea, Inc. (USA)

ITO EN (Japan)

Kirin Beverage Corp. (Japan)

Nestle S.A. (Switzerland)

Northern Tea Merchants Ltd (UK)

Numi Organic Tea (USA)

Oishi Group Plc. (Thailand)

Oregon Chai Inc. (USA)

PG Tips (UK)

Pukka Herbs Ltd. (UK)

Qi Teas (Herbal Health Ltd.) (UK)

R Twinings & Co Ltd. (UK)

Ringtons (UK)

St James's Teas (UK)

Suntory Holdings Limited (Japan)

Taylors of Harrogate Ltd. (UK)

Tetley GB Ltd. (UK)

The Coca-Cola Company (USA)

The Kent Tea & Trading Company (UK)

The Republic Of Tea (USA)

The Stash Tea Company (USA)

Uncle Lee's Tea, Inc. (USA)

Uni-President Enterprises Corp. (Taiwan)

Yogi Tea (UK)

7.GLOBAL MARKET PERSPECTIVE

Table 6. World Recent Past, Current & Future Analysis for Green Tea Market by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific, and Rest of World - ndependently Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

Table 7. World 10-year Perspective for Green Tea Market by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific, and Rest of World for 2006, 2009, and 2015 (includes corresponding Graph/Chart)

III. MARKET



1.THE UNITED STATES

A. MARKET ANALYSIS

Growing Share of Green Tea in US

Table 8. Tea Consumption in the US by Type (2007): Percentage Share Breakdown for Black Tea, Green Tea, and Others (includes corresponding Graph/Chart)

Exports

Table 9. US Green Tea Exports in US\$ Million by Category (2007& 2008): Less Than 3 Kg Packs, and More Than 3 Kg

Table 10. US Exports of Green Tea in Less than 3 Kg Packs by Destination Countries (2007 and 2008) in US\$ Million: Canada, Japan, Mexico, United Kingdom, The Netherlands, Costa Rica, United Arab Emirates, Germany, Turkey, Vietnam, and Others

Table 11. US Exports of Green Tea in Less than 3 Kg Packs by Destination Countries (2007 and 2008): Percentage Share Breakdown of Value for Canada, Japan, Mexico, United Kingdom, The Netherlands, Costa Rica, United Arab Emirates, Germany, Turkey, Vietnam, and Others (includes corresponding Graph/Chart)

Table 12. US Exports of Green Tea in More than 3 Kg Packs by Destination Countries (2007 and 2008) in US\$ Thousands: Canada, Italy, Mexico, China, Australia, Taiwan, United Kingdom, Japan, Venezuela, France, and Others (includes corresponding Graph/Chart)

Table 13. US Exports of Green Tea in More than 3 Kg Packs by Destination Countries (2007 and 2008): Percentage Share Breakdown of Value for Canada, Italy, Mexico, China, Australia, Taiwan, United Kingdom, Japan, Venezuela, France, and Others (includes corresponding Graph/Chart)

Imports

Table 14. US Green Tea Imports in US\$ Million by Category (2007 & 2008): Less Than



3 Kg, and More Than 3 Kg

Table 15. US Imports of Green Tea in Less than 3 Kg Packs by Countries of Origin (2007& 2008): Value in US\$ thousand for Japan, China, Canada, Sri Lanka, Germany, Morocco, United Kingdom, Taiwan, South Korea, India, and Others (includes corresponding Graph/Chart)

Table 16. US Imports of Green Tea in Less than 3 Kg Packs (2007& 2008): Percentage Value Imports Breakdown by Countries of Origin - Japan, China, Canada, Sri Lanka, Germany, Morocco, United Kingdom, Taiwan, South Korea, India, and Others (includes corresponding Graph/Chart)

Table 17. US Imports of Green Tea in More than 3 Kg Packs by Countries of Origin (2007&2008): Value in US\$ thousand for China, Germany, Japan, India, Taiwan, Brazil, Sri Lanka, Hong Kong, Thailand, United Kingdom, and Others (includes corresponding Graph/Chart)

Table 18. US Imports of Green Tea in More than 3 Kg Packs by Countries of Origin (2007&2008): Percentage Share Breakdown for China, Germany, Japan, India, Taiwan, Brazil, Sri Lanka, Hong Kong, Thailand, United Kingdom, and Others (includes corresponding Graph/Chart)

A Glimpse into the US Tea Market
Black Tea Looses Share to Other Specialty Teas

Table 19. US Tea Market Composition: A Comparison of 2010 with 1999 (includes corresponding Graph/Chart)

Strategic Corporate Development Product Launches Focus on Select Players

B. MARKET ANALYTICS

Table 20. US Recent Past, Current & Future Analysis for Green Tea Market - Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)



2.CANADA

A. MARKET ANALYSIS

Imports

Table 21. Canadian Imports of Green Tea (More than 3 Kg Packs) by Countries of Origin (2007 & 2008): Percentage Share Breakdown for China, US, Japan, India, Taiwan, Germany, Sri Lanka, Hong Kong, Ethiopia, Argentina, and Other (includes corresponding Graph/Chart)s

Exports

Table 22. Canadian Exports of Green Tea (More than 3 Kg Packs) by Destination Countries (2007 & 2008) – Percentage Share Breakdown of Value for United States Germany, Hong Kong, United Arab Emirates, United Kingdom, France, Guyana, St.Pierre-Miquelon, Israel, Netherlands, and Others (includes corresponding Graph/Chart)

Historical Trade Statistics

Table 23. Canadian Tea Imports by Type: 2000-2006 (In Thousand Metric Tons) (includes corresponding Graph/Chart)

Table 24. Growing Share of Green Tea Imports in Canada (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 25. Canadian Recent Past, Current & Future Analysis for Green Tea Market Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

3.JAPAN



A. MARKET ANALYSIS

Table 26. Green Tea Share in Total Japanese Tea Consumption (includes corresponding Graph/Chart)

Table 27. Per Capita Consumption of Green Tea Vis-a-vis Oolong and Black Tea (in Grams or Liters) (includes corresponding Graph/Chart)

Leading Players

Table 28. Leading Players in the Japanese Green Tea Market (2003-2007): Market Share Breakdown of Volume Sales for Ito En, Suntory, Coca Cola, Kirin Beverage, Asahi Beverage, and Others (includes corresponding Graph/Chart)

Green Tea Production

Table 29. Japanese Green Tea Production: 1995-2006 (includes corresponding Graph/Chart)

Green Tea Imports

Table 30. Japanese Green Tea Imports in Tons by Category (2001-2005): Green Tea (In containers) and Green tea (In bulk) (includes corresponding Graph/Chart)

Table 31. Japanese Green Tea Imports in US\$ Million by Category (2001-2005): Green tea (In containers) and Green tea (In bulk) (includes corresponding Graph/Chart)

China Leads the Supply of Green Tea to Japan

Table 32. Japanese Green Tea Imports by Countries of Origin (2001-2006): Imports in Metric Tons from China, Vietnam, Brazil, Taiwan, EU, Indonesia, and Others (includes corresponding Graph/Chart)



Green Tea Exports

Table 33. Japanese Green Tea Exports: 2001-2006 (includes corresponding Graph/Chart)

Green Tea Leads the Ready-to-Drink (RTD) Tea Sector Zhejian Province Registers Longjing Tea Yunnan Offers Financial Support to Chinese Tea Market Strategic Corporate Developments Focus on Key Players

B. MARKET ANALYTICS

Table 34. Japanese Recent Past, Current & Future Analysis for Green Tea Market Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

4.EUROPE

A. MARKET ANALYSIS

Green Tea Extracts Market
Beverages Top Green Tea Launches in Europe
European Imports of Green Tea in the Recent Past

Table 35. European Green Tea Imports in € million by Country (2006): France, Germany, UK, Belgium, Italy, The Netherlands, and Others (includes corresponding Graph/Chart)

Key Player

B. MARKET ANALYTICS

Table 36. European Recent Past, Current & Future Analysis for Green Tea Market by Geographic Region – France, Germany, Italy, UK, and Rest of Europe Independently



Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

Table 37. Europe 10-year Perspective for Green Tea Market by Geographic Region – France, Germany, Italy, UK, and Rest of Europe for 2006, 2009, and 2015 (includes corresponding Graph/Chart)

4A.FRANCE

A. MARKET ANALYSIS

French Green Tea Imports in the Recent Past

Table 38. French Green Tea Imports (2006) by Country of Origin: Percentage Share Breakdown of Value for China, Germany, United Kingdom, Belgium, Japan, Morocco, Sri Lanka, and Others (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 39. French Recent Past, Current & Future Analysis for Green Tea Market Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

4B.GERMANY

A. MARKET ANALYSIS

Table 40. Growing Share of Green Tea Vis-a-vis Black Tea in Germany: 2006 and 2007

German Green Tea Imports in the Recent Past

 Table 41. Green Tea Imports in Germany (Value and Volume): 2006

Table 42. German Green Tea Imports by Country of Origin (2006): Percentage Share



Breakdown of Value for China, Austria, Vietnam, Indonesia, Japan, India, Sri Lanka, and Others (includes corresponding Graph/Chart)

Tea Market Scenario

Black Tea: The Favorite Flavor Among Germans

Strategic Corporate Developments

B. MARKET ANALYTICS

Table 43. German Recent Past, Current & Future Analysis for Green Tea Market Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

4C.ITALY

A. MARKET ANALYSIS

Italian Green Tea Imports in the Recent Past

Table 44. Green Tea Imports in Italy (Value and Volume): 2006

Table 45. Italian Green Tea Imports by Country of Origin (2006): Percentage Share Breakdown of Value for United Kingdom, Germany, France, China, Sri Lanka, The Netherlands, Austria, Japan, India, Hong Kong, Switzerland, Indonesia, and Others (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 46. Italian Recent Past, Current & Future Analysis for Green Tea Market Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

4D.THE UNITED KINGDOM

A. MARKET ANALYSIS



UK Green Tea Imports in the Recent Past

Table 47. UK Green Tea Imports by Country of Origin (2006): Value (in € Million) and Percentage Share Breakdown of Value for China, Japan, USA, The Netherlands, Germany, Indonesia, India, Ireland, Kenya, Switzerland, Turkey, Taiwan, Brazil, Sri Lanka, Lithuania, Hong Kong, and Others (includes corresponding Graph/Chart)

Product Launches
Focus on Select Players

B. MARKET ANALYTICS

Table 48. UK Recent Past, Current & Future Analysis for Green Tea Market Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

4E.REST OF EUROPE

A. MARKET ANALYSIS

Focus on Select Markets
Spain
Spanish Green Tea Imports in the Recent Past

Table 49. Spanish Green Tea Imports (2002-2006): Value (in Euro Million) and Volume (in thousand tons) (includes corresponding Graph/Chart)

Table 50. Spain Green Tea Imports by Country of Origin (2006): Percentage Share Breakdown of Value for France, Germany, China, United Kingdom, Hungary, The Netherlands, Japan, Sri Lanka, and Others (includes corresponding Graph/Chart)

Russia

Table 51. Russian Tea Market by Type (2006): Percentage Share Breakdown for Black



Tea, Green Tea, Non Traditional Black Tea, Fruit Tea, and Others (includes corresponding Graph/Chart)

Belgium

Table 52. Belgium Green Tea Imports in the Recent Past

Table 53. Belgium Green Tea Imports by Country of Origin (2006): Percentage Breakdown by Value for China, France, Netherlands, Germany, USA, UK, Japan, Israel, and Sri Lanka (includes corresponding Graph/Chart)

The Netherlands

Table 54. The Netherlands Green Tea Imports in the Recent Past

Table 55. The Netherlands Green Tea Imports by Country of Origin (2006): Percentage Breakdown by Value for Germany, China, India, Japan, Sri Lanka, Indonesia, Belgium, Vietnam, UAE, UK, and Others (includes corresponding Graph/Chart)

Portugal

Sweden

Swedish Green Tea Imports in the Recent Past

Table 56. Green Tea Imports (2002-2006): Breakdown of Volume (in 1000 tons) and Value (€ million) By Year (includes corresponding Graph/Chart)

Table 57. Swedish Green Tea Imports by Country of Origin (2006): Percentage Breakdown by Value for United Kingdom, Germany, The Netherlands, France, Poland, UAE, Norway, Japan, China, India, Thailand, and Others (includes corresponding Graph/Chart)

Turkey Strategic Corporate Developments Key Player

B. MARKET ANALYTICS



Table 58. Rest of European Recent Past, Current & Future Analysis for Green Tea Market Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

5.ASIA-PACIFIC

A. MARKET ANALYSIS

China – The Largest Green Tea Market Worldwide

Table 59. Chinese Green Tea Consumption (In Thousand Tons): 2006-2015 (includes corresponding Graph/Chart)

Chinese Tea Market Experiences Growth

Table 60. Tea Market in China by Type (2008): Percentage Share Breakdown of Volume Sales for Green Tea, Jasmine Tea, Wu-Lung Tea, Black Tea, and Others (includes corresponding Graph/Chart)

Leading Green Tea Producer and Exporter Globally Exports

Table 61. Chinese Green Tea Exports by Type (2008): Volume and Value for Green Tea (Less than 3Kgs) and Green Tea (More than 3 Kgs)

Table 62. Growing Share of Green Tea Exports as a Percentage of Total Tea Exports in China: 2006-2008 (includes corresponding Graph/Chart)

Indonesia

Table 63. Indonesia Green Tea Consumption: 2006-2015 (includes corresponding Graph/Chart)



Sri Lanka

Table 64. Tea Production in Sri Lanka by Type (First Quarter 2009 Vs. 2009): Volume (in Million Kg) for Orthodox, CTC, and Green Tea (includes corresponding Graph/Chart)

Australia

Table 65. Flavored Green Tea Market in Australia (2006): Breakdown by Value for Herbal, Green, and Others (includes corresponding Graph/Chart)

Bangladesh

Rise in Demand for Green Tea in Bangladesh

India

Planters to Rejuvenate Tea Production in India

Kangra Tea to be Patented

Thailand

Vietnam

Bottled Green Tea Witnesses Increased Popularity in Vietnam

Strategic Corporate Developments

Product Launches

Key Players

B. MARKET ANALYTICS

Table 66. Asia-Pacific Recent Past, Current & Future Analysis for Green Tea Market by Region - China, Indonesia, and Rest of Asia Pacific Markets Independently Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015

Table 67. Asia-Pacific 10-year Perspective for Green Tea by Geographic Region – China, Indonesia, and Rest of Asia Pacific for 2006, 2009, and 2015 (includes corresponding Graph/Chart)

6.REST OF THE WORLD

A. MARKET ANALYSIS



Africa

Green Tea's Popularity in Africa China and Africa: Trade Relations Strategic Corporate Developments

B. MARKET ANALYTICS

Table 68. Rest of World Recent Past, Current & Future Analysis for Green Tea Market Independently Analyzed in terms of Annual Sales Volume in Thousand Tons for Years 2006 through 2015 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 154 (including Divisions/Subsidiaries - 172)

Region/CountryPlayers

The United States

Japan

Europe

Germany

The United Kingdom

Spain

Rest of Europe

Asia-Pacific (Excluding Japan)

Middle-East



I would like to order

Product name: Green Tea: Market Research Report

Product link: https://marketpublishers.com/r/GDFAC4D29EEEN.html

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/GDFAC4D29EEEN.html