

Global Cascara Tea Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Cascara Tea market size is expected to reach \$ 456 million by 2032, rising at a market growth of 12.8% CAGR during the forecast period (2026-2032).

Cascara tea refers to a brewed beverage made from the dried skins (exocarp and mesocarp) of ripe coffee cherries — known as cascara, from the Spanish word for “peel” or “husk” — which are a byproduct of wet coffee processing. The skins are cleaned, dried and sometimes lightly roasted to produce a product infused like tea, delivering a sweet, fruity brew with subtle cherry, raisin & honey notes; its caffeine content is roughly one-third that of regular coffee (approx. 0.3–0.8%). Once considered agricultural waste, cascara has emerged as a sustainable value-added ingredient, transforming an environmental burden into a revenue stream for coffee origin countries. The significance of studying this category lies in the fact that the industrialization of cascara directly reflects a region’s ability to move beyond raw commodity export toward full-resource utilization — serving as a benchmark for circular agriculture and the integration of food technology with downstream processing.

Cascara tea is a typical example of transforming agricultural waste into a high-value beverage, offering low caffeine, fruity acidity, and a sustainable story. On pricing, bulk dried cascara trades at USD 8,000–15,000/ton, roasted bagged cascara retails at USD 20–40/kg, while branded ready-to-drink products (e.g., Nestlé’s “Naturally Light Cascara”) sell for USD 3–5 per bottle. Margins diverge significantly: large-scale producers benefiting from near-zero raw material cost achieve 60–70% gross margins; small estate brands, with manual sorting and small batches, realize 30–40%; branded RTD products, squeezed by packaging and distribution costs, see 20–30% margins. Downstream primary applications: home brewing accounts for 40–45% of global consumption, cafés & tea shops 25–30%, foodservice (HORECA) 10–15%,

ready-to-drink retail 10–15%, others (syrops, concentrates, food ingredients) 5–10%. Incremental demand is driven by: (i) health trends favoring low-caffeine, antioxidant-rich beverages; (ii) entry of large food corporations (Nestlé, Want Want) boosting category awareness and distribution; (iii) premiumization through “upcycled” zero-waste branding in Western markets. Landscape: Vietnam’s Phuc Sinh and Viet Thao Nhien dominate exports via industrialization and patented technology; Nestlé, with its “Naturally Light Cascara”, is the key driver of mass-market adoption; Colombian and Salvadoran estates supply high-end specialty coffee channels with small volumes but high brand value; Yunnan, China, as the world’s largest coffee-growing region, hosts dozens of processors but mainly through OEM and bulk exports, with own-brand presence still nascent. Uncertainties include: cascara is categorized as “herbal tea substitute” in China without a dedicated national standard, and exports must comply with novel food regulations in destination countries; consumer awareness of “Cascara” remains low, requiring sustained category education; raw material supply fluctuates with coffee production cycles, causing potential cost and capacity volatility. Conclusion: Cascara tea is a fast-growing new category driven by circular economy principles and health/wellness trends, transforming agricultural waste into a high-margin consumer product. The market structure features concentrated processing in origin countries, fragmented branding, high-end focus in Europe/US, and scaled production in China. Over the next five years, category education and the involvement of large corporations will expand the market, while establishing dedicated quality standards and expanding ready-to-drink distribution channels are the key to industrial upgrading.

This report studies the global Cascara Tea production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Cascara Tea and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Cascara Tea that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Cascara Tea total production and demand, 2021-2032, (Tons)

Global Cascara Tea total production value, 2021-2032, (USD Million)

Global Cascara Tea production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Cascara Tea consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Cascara Tea domestic production, consumption, key domestic

manufacturers and share

Global Cascara Tea production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Cascara Tea production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Cascara Tea production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Cascara Tea market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nestl?, Phuc Sinh Son La JSC, Viet Thao Nhien, Yunnan State Farms, Hei Rou Coffee, China Tea, Argote Family Farm, Finca Alcatraz, Finca El Porvenir, Caskai, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Cascara Tea market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Cascara Tea Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cascara Tea Market, Segmentation by Type:

Unroasted (Dried Only)

Light to Medium Roast

Dark Roast

Global Cascara Tea Market, Segmentation by Form:

Loose Leaf / Whole Fruit

Tea Bag

Powder

Ready-to-Drink (Liquid)

Syrup / Concentrate

Global Cascara Tea Market, Segmentation by Application:

Home Brewing (Hot/Cold)

Café & Tea Shop

Foodservice (HORECA)

RTD Beverage (Retail)

Others

Companies Profiled:

Nestl?

Phuc Sinh Son La JSC

Viet Thao Nhien

Yunnan State Farms

Hei Rou Coffee

China Tea

Argote Family Farm

Finca Alcatraz

Finca El Porvenir

Caskai

Reborn Coffee

Alldae

Huskwell

Zabroni

Vuong Thanh Cong

Yunnan Mili Natural Spices

Pu'er Chunsheng

Yunnan Xicao

Manlaojiang

Gaosheng Manor

TeaGlee

Caravela

Key Questions Answered:

1. How big is the global Cascara Tea market?
2. What is the demand of the global Cascara Tea market?
3. What is the year over year growth of the global Cascara Tea market?
4. What is the production and production value of the global Cascara Tea market?
5. Who are the key producers in the global Cascara Tea market?
6. What are the growth factors driving the market demand?

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