

Global Cascara Tea Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Cascara Tea market size was valued at US\$ 190 million in 2025 and is forecast to a readjusted size of US\$ 456 million by 2032 with a CAGR of 12.8% during review period.

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, caf?s & 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 (Nestl?, 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; Nestl?, 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 is a detailed and comprehensive analysis for global Cascara Tea market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Cascara Tea market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Cascara Tea market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton),

2021-2032

Global Cascara Tea market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Cascara Tea market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Cascara Tea

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Cascara Tea market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nestlé, 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.

Market Segmentation

Cascara Tea market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Unroasted (Dried Only)

Light to Medium Roast

Dark Roast

Market segment by Form

Loose Leaf / Whole Fruit

Tea Bag

Powder

Ready-to-Drink (Liquid)

Syrup / Concentrate

Market segment by Application

Home Brewing (Hot/Cold)

Café & Tea Shop

Foodservice (HORECA)

RTD Beverage (Retail)

Others

Major players covered

Nestlé

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Cascara Tea product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Cascara Tea, with price, sales quantity, revenue, and global market share of Cascara Tea from 2021 to 2026.

Chapter 3, the Cascara Tea competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Cascara Tea breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Cascara Tea market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces

analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Cascara Tea.

Chapter 14 and 15, to describe Cascara Tea sales channel, distributors, customers, research findings and conclusion.

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