

Global Freshly Made Tea Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GC83D325BF8DEN.html>

Date: February 2026

Pages: 169

Price: US\$ 4,480.00 (Single User License)

ID: GC83D325BF8DEN

Abstracts

The global Freshly Made Tea market size is expected to reach \$ 336468 million by 2032, rising at a market growth of 14.6% CAGR during the forecast period (2026-2032). Freshly Made Tea refers to tea-based beverages that are prepared on-site and made to order using, tea concentrates, or tea bases combined with ingredients such as milk, sugar, fruit, syrups, and toppings (e.g., boba or jelly). Unlike ready-to-drink (RTD) packaged tea, freshly made tea is typically served through tea shops, cafés, kiosks, and foodservice outlets, emphasizing customization in sweetness, ice level, flavor mix, and texture. This category includes products such as milk tea, fruit tea, cheese tea, and other specialty tea beverages, and is driven by consumer demand for freshness, personalization, and premium beverage experiences.

In this report, the market size of Freshly Made Tea is measured using Gross Merchandise Value (GMV). GMV refers to the total value of transactions generated at the retail level, representing the total amount paid by end customers for freshly made tea beverages within the defined scope and period.

GMV reflects the full commercial activity and consumption value of the market, and it is widely used to evaluate overall market demand, channel performance, and brand-level scale in consumer beverage industries.

In 2025, global freshly made tea consumption reached 52.21 billion cups, with an estimated average selling price (ASP) of around US\$2.27 per cup worldwide.

The global Freshly Made Tea Gross Merchandise Volume (GMV) market is entering a new scaling phase, driven by the rapid expansion of modern tea chains and the mainstreaming of "daily affordable indulgence." This growth profile reflects both structural consumption upgrades in emerging markets and the continued penetration of branded, standardized tea retail formats into wider city tiers and diverse retail scenarios. Unlike packaged RTD tea, Freshly Made Tea GMV is supported by high purchase frequency, strong store-level productivity, and the ability to continuously drive traffic

through new products, seasonal ingredients, and limited-time campaigns. As a result, the category has become one of the most dynamic sub-segments in non-alcoholic beverages, with GMV growth increasingly tied to chain operational capabilities rather than pure beverage demand alone.

On the supply side, the competitive landscape is led by large-scale branded chains with strong standardization and fast replication models. Major global manufacturers (brands/operators) include MIXUE Group, Chagee, Guming, Yihetang, ChaPanda, Heytea, Auntea Jenny, CoCo Fresh Tea & Juice, Tian LaLa, Nayuki, Shuyi Tealicious, among others. These players represent a broad spectrum from value-driven mass chains to premium positioning brands, collectively defining the market's product and pricing architecture.

Importantly, despite rapid growth, the Freshly Made Tea market remains highly fragmented. In 2025, the world's top three vendors accounted for only 15.41% of total GMV, highlighting a competitive structure with low customer switching costs, frequent product imitation, and room for multi-brand coexistence.

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

This report is a detailed and comprehensive analysis of the world market for Freshly Made 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 Freshly Made Tea that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Freshly Made Tea total production and demand, 2021-2032, (K Units)

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

Global Freshly Made Tea production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Freshly Made Tea consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Freshly Made Tea domestic production, consumption, key domestic manufacturers and share

Global Freshly Made Tea production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Freshly Made Tea production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Freshly Made Tea production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Freshly Made 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 MIXUE Group, Ancient tea, ChaPanda, Auntea Jenny, Nayuki, Chagee, Shuyi Tealicious, CoCo Fresh Tea & Juice, YH Tang, Tian LaLa, 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 Freshly Made Tea market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) 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 Freshly Made Tea Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Freshly Made Tea Market, Segmentation by Type:

Milk-based Tea

Fruit Tea

Pure Brewed Tea

Others

Global Freshly Made Tea Market, Segmentation by Processing & Craft:

Fresh Brewed (Hot-brew)

Cold Brew / Iced Extraction

Others

Global Freshly Made Tea Market, Segmentation by Price Tier:

Value / Mass

Mid-range

Premium

Others

Global Freshly Made Tea Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

MIXUE Group

Ancient tea

ChaPanda

Auntea Jenny

Nayuki

Chagee

Shuyi Tealicious

CoCo Fresh Tea & Juice

YH Tang

Tian LaLa

Heytea

Hero Tang Tea

Sweetseven

Sexy Tea

A Little Tea

Gong Cha

Kung Fu Tea

Chatime

Tiger Sugar

Happy Lemon

The Alley

Boba Guys

Teaspoon

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

- 1.1 Freshly Made Tea Introduction
- 1.2 World Freshly Made Tea Supply & Forecast
 - 1.2.1 World Freshly Made Tea Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Freshly Made Tea Production (2021-2032)
 - 1.2.3 World Freshly Made Tea Pricing Trends (2021-2032)
- 1.3 World Freshly Made Tea Production by Region (Based on Production Site)
 - 1.3.1 World Freshly Made Tea Production Value by Region (2021-2032)
 - 1.3.2 World Freshly Made Tea Production by Region (2021-2032)
 - 1.3.3 World Freshly Made Tea Average Price by Region (2021-2032)
 - 1.3.4 North America Freshly Made Tea Production (2021-2032)
 - 1.3.5 Europe Freshly Made Tea Production (2021-2032)
 - 1.3.6 China Freshly Made Tea Production (2021-2032)
 - 1.3.7 Japan Freshly Made Tea Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Freshly Made Tea Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Freshly Made Tea Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Freshly Made Tea Demand (2021-2032)
- 2.2 World Freshly Made Tea Consumption by Region
 - 2.2.1 World Freshly Made Tea Consumption by Region (2021-2026)
 - 2.2.2 World Freshly Made Tea Consumption Forecast by Region (2027-2032)
- 2.3 United States Freshly Made Tea Consumption (2021-2032)
- 2.4 China Freshly Made Tea Consumption (2021-2032)
- 2.5 Europe Freshly Made Tea Consumption (2021-2032)
- 2.6 Japan Freshly Made Tea Consumption (2021-2032)
- 2.7 South Korea Freshly Made Tea Consumption (2021-2032)
- 2.8 ASEAN Freshly Made Tea Consumption (2021-2032)
- 2.9 India Freshly Made Tea Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Freshly Made Tea Production Value by Manufacturer (2021-2026)

- 3.2 World Freshly Made Tea Production by Manufacturer (2021-2026)
- 3.3 World Freshly Made Tea Average Price by Manufacturer (2021-2026)
- 3.4 Freshly Made Tea Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Freshly Made Tea Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Freshly Made Tea in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Freshly Made Tea in 2025
- 3.6 Freshly Made Tea Market: Overall Company Footprint Analysis
 - 3.6.1 Freshly Made Tea Market: Region Footprint
 - 3.6.2 Freshly Made Tea Market: Company Product Type Footprint
 - 3.6.3 Freshly Made Tea Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Freshly Made Tea Production Value Comparison
 - 4.1.1 United States VS China: Freshly Made Tea Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Freshly Made Tea Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Freshly Made Tea Production Comparison
 - 4.2.1 United States VS China: Freshly Made Tea Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Freshly Made Tea Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Freshly Made Tea Consumption Comparison
 - 4.3.1 United States VS China: Freshly Made Tea Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Freshly Made Tea Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Freshly Made Tea Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Freshly Made Tea Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Freshly Made Tea Production Value (2021-2026)

4.4.3 United States Based Manufacturers Freshly Made Tea Production (2021-2026)

4.5 China Based Freshly Made Tea Manufacturers and Market Share

4.5.1 China Based Freshly Made Tea Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Freshly Made Tea Production Value (2021-2026)

4.5.3 China Based Manufacturers Freshly Made Tea Production (2021-2026)

4.6 Rest of World Based Freshly Made Tea Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Freshly Made Tea Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Freshly Made Tea Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Freshly Made Tea Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Freshly Made Tea Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Milk-based Tea

5.2.2 Fruit Tea

5.2.3 Pure Brewed Tea

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Freshly Made Tea Production by Type (2021-2032)

5.3.2 World Freshly Made Tea Production Value by Type (2021-2032)

5.3.3 World Freshly Made Tea Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY PROCESSING & CRAFT

6.1 World Freshly Made Tea Market Size Overview by Processing & Craft: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Processing & Craft

6.2.1 Fresh Brewed (Hot-brew)

6.2.2 Cold Brew / Iced Extraction

6.2.3 Others

6.3 Market Segment by Processing & Craft

6.3.1 World Freshly Made Tea Production by Processing & Craft (2021-2032)

6.3.2 World Freshly Made Tea Production Value by Processing & Craft (2021-2032)

6.3.3 World Freshly Made Tea Average Price by Processing & Craft (2021-2032)

7 MARKET ANALYSIS BY PRICE TIER

7.1 World Freshly Made Tea Market Size Overview by Price Tier: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Price Tier

7.2.1 Value / Mass

7.2.2 Mid-range

7.2.3 Premium

7.2.4 Others

7.3 Market Segment by Price Tier

7.3.1 World Freshly Made Tea Production by Price Tier (2021-2032)

7.3.2 World Freshly Made Tea Production Value by Price Tier (2021-2032)

7.3.3 World Freshly Made Tea Average Price by Price Tier (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Freshly Made Tea Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Online Sales

8.2.2 Offline Sales

8.3 Market Segment by Application

8.3.1 World Freshly Made Tea Production by Application (2021-2032)

8.3.2 World Freshly Made Tea Production Value by Application (2021-2032)

8.3.3 World Freshly Made Tea Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 MIXUE Group

9.1.1 MIXUE Group Details

9.1.2 MIXUE Group Major Business

9.1.3 MIXUE Group Freshly Made Tea Product and Services

9.1.4 MIXUE Group Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 MIXUE Group Recent Developments/Updates

9.1.6 MIXUE Group Competitive Strengths & Weaknesses

9.2 Ancient tea

9.2.1 Ancient tea Details

9.2.2 Ancient tea Major Business

9.2.3 Ancient tea Freshly Made Tea Product and Services

9.2.4 Ancient tea Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Ancient tea Recent Developments/Updates

9.2.6 Ancient tea Competitive Strengths & Weaknesses

9.3 ChaPanda

9.3.1 ChaPanda Details

9.3.2 ChaPanda Major Business

9.3.3 ChaPanda Freshly Made Tea Product and Services

9.3.4 ChaPanda Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 ChaPanda Recent Developments/Updates

9.3.6 ChaPanda Competitive Strengths & Weaknesses

9.4 Auntea Jenny

9.4.1 Auntea Jenny Details

9.4.2 Auntea Jenny Major Business

9.4.3 Auntea Jenny Freshly Made Tea Product and Services

9.4.4 Auntea Jenny Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Auntea Jenny Recent Developments/Updates

9.4.6 Auntea Jenny Competitive Strengths & Weaknesses

9.5 Nayuki

9.5.1 Nayuki Details

9.5.2 Nayuki Major Business

9.5.3 Nayuki Freshly Made Tea Product and Services

9.5.4 Nayuki Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Nayuki Recent Developments/Updates

9.5.6 Nayuki Competitive Strengths & Weaknesses

9.6 Chagee

9.6.1 Chagee Details

9.6.2 Chagee Major Business

9.6.3 Chagee Freshly Made Tea Product and Services

9.6.4 Chagee Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 Chagee Recent Developments/Updates

- 9.6.6 Chagee Competitive Strengths & Weaknesses
- 9.7 Shuyi Tealicious
 - 9.7.1 Shuyi Tealicious Details
 - 9.7.2 Shuyi Tealicious Major Business
 - 9.7.3 Shuyi Tealicious Freshly Made Tea Product and Services
 - 9.7.4 Shuyi Tealicious Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Shuyi Tealicious Recent Developments/Updates
 - 9.7.6 Shuyi Tealicious Competitive Strengths & Weaknesses
- 9.8 CoCo Fresh Tea & Juice
 - 9.8.1 CoCo Fresh Tea & Juice Details
 - 9.8.2 CoCo Fresh Tea & Juice Major Business
 - 9.8.3 CoCo Fresh Tea & Juice Freshly Made Tea Product and Services
 - 9.8.4 CoCo Fresh Tea & Juice Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 CoCo Fresh Tea & Juice Recent Developments/Updates
 - 9.8.6 CoCo Fresh Tea & Juice Competitive Strengths & Weaknesses
- 9.9 YH Tang
 - 9.9.1 YH Tang Details
 - 9.9.2 YH Tang Major Business
 - 9.9.3 YH Tang Freshly Made Tea Product and Services
 - 9.9.4 YH Tang Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 YH Tang Recent Developments/Updates
 - 9.9.6 YH Tang Competitive Strengths & Weaknesses
- 9.10 Tian LaLa
 - 9.10.1 Tian LaLa Details
 - 9.10.2 Tian LaLa Major Business
 - 9.10.3 Tian LaLa Freshly Made Tea Product and Services
 - 9.10.4 Tian LaLa Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Tian LaLa Recent Developments/Updates
 - 9.10.6 Tian LaLa Competitive Strengths & Weaknesses
- 9.11 Heytea
 - 9.11.1 Heytea Details
 - 9.11.2 Heytea Major Business
 - 9.11.3 Heytea Freshly Made Tea Product and Services
 - 9.11.4 Heytea Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.11.5 Heytea Recent Developments/Updates
- 9.11.6 Heytea Competitive Strengths & Weaknesses
- 9.12 Hero Tang Tea
 - 9.12.1 Hero Tang Tea Details
 - 9.12.2 Hero Tang Tea Major Business
 - 9.12.3 Hero Tang Tea Freshly Made Tea Product and Services
 - 9.12.4 Hero Tang Tea Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Hero Tang Tea Recent Developments/Updates
 - 9.12.6 Hero Tang Tea Competitive Strengths & Weaknesses
- 9.13 Sweetseven
 - 9.13.1 Sweetseven Details
 - 9.13.2 Sweetseven Major Business
 - 9.13.3 Sweetseven Freshly Made Tea Product and Services
 - 9.13.4 Sweetseven Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Sweetseven Recent Developments/Updates
 - 9.13.6 Sweetseven Competitive Strengths & Weaknesses
- 9.14 Sexy Tea
 - 9.14.1 Sexy Tea Details
 - 9.14.2 Sexy Tea Major Business
 - 9.14.3 Sexy Tea Freshly Made Tea Product and Services
 - 9.14.4 Sexy Tea Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Sexy Tea Recent Developments/Updates
 - 9.14.6 Sexy Tea Competitive Strengths & Weaknesses
- 9.15 A Little Tea
 - 9.15.1 A Little Tea Details
 - 9.15.2 A Little Tea Major Business
 - 9.15.3 A Little Tea Freshly Made Tea Product and Services
 - 9.15.4 A Little Tea Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 A Little Tea Recent Developments/Updates
 - 9.15.6 A Little Tea Competitive Strengths & Weaknesses
- 9.16 Gong Cha
 - 9.16.1 Gong Cha Details
 - 9.16.2 Gong Cha Major Business
 - 9.16.3 Gong Cha Freshly Made Tea Product and Services
 - 9.16.4 Gong Cha Freshly Made Tea Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.16.5 Gong Cha Recent Developments/Updates

9.16.6 Gong Cha Competitive Strengths & Weaknesses

9.17 Kung Fu Tea

9.17.1 Kung Fu Tea Details

9.17.2 Kung Fu Tea Major Business

9.17.3 Kung Fu Tea Freshly Made Tea Product and Services

9.17.4 Kung Fu Tea Freshly Made Tea Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.17.5 Kung Fu Tea Recent Developments/Updates

9.17.6 Kung Fu Tea Competitive Strengths & Weaknesses

9.18 Chatime

9.18.1 Chatime Details

9.18.2 Chatime Major Business

9.18.3 Chatime Freshly Made Tea Product and Services

9.18.4 Chatime Freshly Made Tea Production, Price, Value, Gross Margin and Market

Share (2021-2026)

9.18.5 Chatime Recent Developments/Updates

9.18.6 Chatime Competitive Strengths & Weaknesses

9.19 Tiger Sugar

9.19.1 Tiger Sugar Details

9.19.2 Tiger Sugar Major Business

9.19.3 Tiger Sugar Freshly Made Tea Product and Services

9.19.4 Tiger Sugar Freshly Made Tea Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.19.5 Tiger Sugar Recent Developments/Updates

9.19.6 Tiger Sugar Competitive Strengths & Weaknesses

9.20 Happy Lemon

9.20.1 Happy Lemon Details

9.20.2 Happy Lemon Major Business

9.20.3 Happy Lemon Freshly Made Tea Product and Services

9.20.4 Happy Lemon Freshly Made Tea Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.20.5 Happy Lemon Recent Developments/Updates

9.20.6 Happy Lemon Competitive Strengths & Weaknesses

9.21 The Alley

9.21.1 The Alley Details

9.21.2 The Alley Major Business

9.21.3 The Alley Freshly Made Tea Product and Services

9.21.4 The Alley Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.21.5 The Alley Recent Developments/Updates

9.21.6 The Alley Competitive Strengths & Weaknesses

9.22 Boba Guys

9.22.1 Boba Guys Details

9.22.2 Boba Guys Major Business

9.22.3 Boba Guys Freshly Made Tea Product and Services

9.22.4 Boba Guys Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.22.5 Boba Guys Recent Developments/Updates

9.22.6 Boba Guys Competitive Strengths & Weaknesses

9.23 Teaspoon

9.23.1 Teaspoon Details

9.23.2 Teaspoon Major Business

9.23.3 Teaspoon Freshly Made Tea Product and Services

9.23.4 Teaspoon Freshly Made Tea Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.23.5 Teaspoon Recent Developments/Updates

9.23.6 Teaspoon Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Freshly Made Tea Industry Chain

10.2 Freshly Made Tea Upstream Analysis

10.2.1 Freshly Made Tea Core Raw Materials

10.2.2 Main Manufacturers of Freshly Made Tea Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Freshly Made Tea Production Mode

10.6 Freshly Made Tea Procurement Model

10.7 Freshly Made Tea Industry Sales Model and Sales Channels

10.7.1 Freshly Made Tea Sales Model

10.7.2 Freshly Made Tea Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Freshly Made Tea Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Freshly Made Tea Production Value by Region (2021-2026) & (USD Million)

Table 3. World Freshly Made Tea Production Value by Region (2027-2032) & (USD Million)

Table 4. World Freshly Made Tea Production Value Market Share by Region (2021-2026)

Table 5. World Freshly Made Tea Production Value Market Share by Region (2027-2032)

Table 6. World Freshly Made Tea Production by Region (2021-2026) & (K Units)

Table 7. World Freshly Made Tea Production by Region (2027-2032) & (K Units)

Table 8. World Freshly Made Tea Production Market Share by Region (2021-2026)

Table 9. World Freshly Made Tea Production Market Share by Region (2027-2032)

Table 10. World Freshly Made Tea Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Freshly Made Tea Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Freshly Made Tea Major Market Trends

Table 13. World Freshly Made Tea Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Freshly Made Tea Consumption by Region (2021-2026) & (K Units)

Table 15. World Freshly Made Tea Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Freshly Made Tea Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Freshly Made Tea Producers in 2025

Table 18. World Freshly Made Tea Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Freshly Made Tea Producers in 2025

Table 20. World Freshly Made Tea Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Freshly Made Tea Company Evaluation Quadrant

Table 22. World Freshly Made Tea Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Freshly Made Tea Production Site of Key Manufacturer

Table 24. Freshly Made Tea Market: Company Product Type Footprint

Table 25. Freshly Made Tea Market: Company Product Application Footprint

Table 26. Freshly Made Tea Competitive Factors

Table 27. Freshly Made Tea New Entrant and Capacity Expansion Plans

Table 28. Freshly Made Tea Mergers & Acquisitions Activity

Table 29. United States VS China Freshly Made Tea Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Freshly Made Tea Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Freshly Made Tea Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Freshly Made Tea Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Freshly Made Tea Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Freshly Made Tea Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Freshly Made Tea Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Freshly Made Tea Production Market Share (2021-2026)

Table 37. China Based Freshly Made Tea Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Freshly Made Tea Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Freshly Made Tea Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Freshly Made Tea Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Freshly Made Tea Production Market Share (2021-2026)

Table 42. Rest of World Based Freshly Made Tea Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Freshly Made Tea Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Freshly Made Tea Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Freshly Made Tea Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Freshly Made Tea Production Market Share (2021-2026)

Table 47. World Freshly Made Tea Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Freshly Made Tea Production by Type (2021-2026) & (K Units)

Table 49. World Freshly Made Tea Production by Type (2027-2032) & (K Units)

Table 50. World Freshly Made Tea Production Value by Type (2021-2026) & (USD Million)

Table 51. World Freshly Made Tea Production Value by Type (2027-2032) & (USD Million)

Table 52. World Freshly Made Tea Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Freshly Made Tea Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Freshly Made Tea Production Value by Processing & Craft, (USD Million), 2021 & 2025 & 2032

Table 55. World Freshly Made Tea Production by Processing & Craft (2021-2026) & (K Units)

Table 56. World Freshly Made Tea Production by Processing & Craft (2027-2032) & (K Units)

Table 57. World Freshly Made Tea Production Value by Processing & Craft (2021-2026) & (USD Million)

Table 58. World Freshly Made Tea Production Value by Processing & Craft (2027-2032) & (USD Million)

Table 59. World Freshly Made Tea Average Price by Processing & Craft (2021-2026) & (US\$/Unit)

Table 60. World Freshly Made Tea Average Price by Processing & Craft (2027-2032) & (US\$/Unit)

Table 61. World Freshly Made Tea Production Value by Price Tier, (USD Million), 2021 & 2025 & 2032

Table 62. World Freshly Made Tea Production by Price Tier (2021-2026) & (K Units)

Table 63. World Freshly Made Tea Production by Price Tier (2027-2032) & (K Units)

Table 64. World Freshly Made Tea Production Value by Price Tier (2021-2026) & (USD Million)

Table 65. World Freshly Made Tea Production Value by Price Tier (2027-2032) & (USD Million)

Table 66. World Freshly Made Tea Average Price by Price Tier (2021-2026) & (US\$/Unit)

Table 67. World Freshly Made Tea Average Price by Price Tier (2027-2032) & (US\$/Unit)

Table 68. World Freshly Made Tea Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Freshly Made Tea Production by Application (2021-2026) & (K Units)

Table 70. World Freshly Made Tea Production by Application (2027-2032) & (K Units)

Table 71. World Freshly Made Tea Production Value by Application (2021-2026) & (USD Million)

Table 72. World Freshly Made Tea Production Value by Application (2027-2032) & (USD Million)

Table 73. World Freshly Made Tea Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Freshly Made Tea Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. MIXUE Group Basic Information, Manufacturing Base and Competitors

Table 76. MIXUE Group Major Business

Table 77. MIXUE Group Freshly Made Tea Product and Services

Table 78. MIXUE Group Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. MIXUE Group Recent Developments/Updates

Table 80. MIXUE Group Competitive Strengths & Weaknesses

Table 81. Ancient tea Basic Information, Manufacturing Base and Competitors

Table 82. Ancient tea Major Business

Table 83. Ancient tea Freshly Made Tea Product and Services

Table 84. Ancient tea Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Ancient tea Recent Developments/Updates

Table 86. Ancient tea Competitive Strengths & Weaknesses

Table 87. ChaPanda Basic Information, Manufacturing Base and Competitors

Table 88. ChaPanda Major Business

Table 89. ChaPanda Freshly Made Tea Product and Services

Table 90. ChaPanda Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. ChaPanda Recent Developments/Updates

Table 92. ChaPanda Competitive Strengths & Weaknesses

Table 93. Auntea Jenny Basic Information, Manufacturing Base and Competitors

Table 94. Auntea Jenny Major Business

Table 95. Auntea Jenny Freshly Made Tea Product and Services

Table 96. Auntea Jenny Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Auntea Jenny Recent Developments/Updates

Table 98. Auntea Jenny Competitive Strengths & Weaknesses

Table 99. Nayuki Basic Information, Manufacturing Base and Competitors

Table 100. Nayuki Major Business

- Table 101. Nayuki Freshly Made Tea Product and Services
- Table 102. Nayuki Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Nayuki Recent Developments/Updates
- Table 104. Nayuki Competitive Strengths & Weaknesses
- Table 105. Chagee Basic Information, Manufacturing Base and Competitors
- Table 106. Chagee Major Business
- Table 107. Chagee Freshly Made Tea Product and Services
- Table 108. Chagee Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Chagee Recent Developments/Updates
- Table 110. Chagee Competitive Strengths & Weaknesses
- Table 111. Shuyi Tealicious Basic Information, Manufacturing Base and Competitors
- Table 112. Shuyi Tealicious Major Business
- Table 113. Shuyi Tealicious Freshly Made Tea Product and Services
- Table 114. Shuyi Tealicious Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Shuyi Tealicious Recent Developments/Updates
- Table 116. Shuyi Tealicious Competitive Strengths & Weaknesses
- Table 117. CoCo Fresh Tea & Juice Basic Information, Manufacturing Base and Competitors
- Table 118. CoCo Fresh Tea & Juice Major Business
- Table 119. CoCo Fresh Tea & Juice Freshly Made Tea Product and Services
- Table 120. CoCo Fresh Tea & Juice Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. CoCo Fresh Tea & Juice Recent Developments/Updates
- Table 122. CoCo Fresh Tea & Juice Competitive Strengths & Weaknesses
- Table 123. YH Tang Basic Information, Manufacturing Base and Competitors
- Table 124. YH Tang Major Business
- Table 125. YH Tang Freshly Made Tea Product and Services
- Table 126. YH Tang Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. YH Tang Recent Developments/Updates
- Table 128. YH Tang Competitive Strengths & Weaknesses
- Table 129. Tian LaLa Basic Information, Manufacturing Base and Competitors
- Table 130. Tian LaLa Major Business
- Table 131. Tian LaLa Freshly Made Tea Product and Services
- Table 132. Tian LaLa Freshly Made Tea Production (K Units), Price (US\$/Unit),

- Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. Tian LaLa Recent Developments/Updates
- Table 134. Tian LaLa Competitive Strengths & Weaknesses
- Table 135. Heytea Basic Information, Manufacturing Base and Competitors
- Table 136. Heytea Major Business
- Table 137. Heytea Freshly Made Tea Product and Services
- Table 138. Heytea Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. Heytea Recent Developments/Updates
- Table 140. Heytea Competitive Strengths & Weaknesses
- Table 141. Hero Tang Tea Basic Information, Manufacturing Base and Competitors
- Table 142. Hero Tang Tea Major Business
- Table 143. Hero Tang Tea Freshly Made Tea Product and Services
- Table 144. Hero Tang Tea Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Hero Tang Tea Recent Developments/Updates
- Table 146. Hero Tang Tea Competitive Strengths & Weaknesses
- Table 147. Sweetseven Basic Information, Manufacturing Base and Competitors
- Table 148. Sweetseven Major Business
- Table 149. Sweetseven Freshly Made Tea Product and Services
- Table 150. Sweetseven Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. Sweetseven Recent Developments/Updates
- Table 152. Sweetseven Competitive Strengths & Weaknesses
- Table 153. Sexy Tea Basic Information, Manufacturing Base and Competitors
- Table 154. Sexy Tea Major Business
- Table 155. Sexy Tea Freshly Made Tea Product and Services
- Table 156. Sexy Tea Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. Sexy Tea Recent Developments/Updates
- Table 158. Sexy Tea Competitive Strengths & Weaknesses
- Table 159. A Little Tea Basic Information, Manufacturing Base and Competitors
- Table 160. A Little Tea Major Business
- Table 161. A Little Tea Freshly Made Tea Product and Services
- Table 162. A Little Tea Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 163. A Little Tea Recent Developments/Updates
- Table 164. A Little Tea Competitive Strengths & Weaknesses
- Table 165. Gong Cha Basic Information, Manufacturing Base and Competitors

- Table 166. Gong Cha Major Business
- Table 167. Gong Cha Freshly Made Tea Product and Services
- Table 168. Gong Cha Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 169. Gong Cha Recent Developments/Updates
- Table 170. Gong Cha Competitive Strengths & Weaknesses
- Table 171. Kung Fu Tea Basic Information, Manufacturing Base and Competitors
- Table 172. Kung Fu Tea Major Business
- Table 173. Kung Fu Tea Freshly Made Tea Product and Services
- Table 174. Kung Fu Tea Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 175. Kung Fu Tea Recent Developments/Updates
- Table 176. Kung Fu Tea Competitive Strengths & Weaknesses
- Table 177. Chatime Basic Information, Manufacturing Base and Competitors
- Table 178. Chatime Major Business
- Table 179. Chatime Freshly Made Tea Product and Services
- Table 180. Chatime Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 181. Chatime Recent Developments/Updates
- Table 182. Chatime Competitive Strengths & Weaknesses
- Table 183. Tiger Sugar Basic Information, Manufacturing Base and Competitors
- Table 184. Tiger Sugar Major Business
- Table 185. Tiger Sugar Freshly Made Tea Product and Services
- Table 186. Tiger Sugar Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 187. Tiger Sugar Recent Developments/Updates
- Table 188. Tiger Sugar Competitive Strengths & Weaknesses
- Table 189. Happy Lemon Basic Information, Manufacturing Base and Competitors
- Table 190. Happy Lemon Major Business
- Table 191. Happy Lemon Freshly Made Tea Product and Services
- Table 192. Happy Lemon Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 193. Happy Lemon Recent Developments/Updates
- Table 194. Happy Lemon Competitive Strengths & Weaknesses
- Table 195. The Alley Basic Information, Manufacturing Base and Competitors
- Table 196. The Alley Major Business
- Table 197. The Alley Freshly Made Tea Product and Services
- Table 198. The Alley Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 199. The Alley Recent Developments/Updates
- Table 200. The Alley Competitive Strengths & Weaknesses
- Table 201. Boba Guys Basic Information, Manufacturing Base and Competitors
- Table 202. Boba Guys Major Business
- Table 203. Boba Guys Freshly Made Tea Product and Services
- Table 204. Boba Guys Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 205. Boba Guys Recent Developments/Updates
- Table 206. Boba Guys Competitive Strengths & Weaknesses
- Table 207. Teaspoon Basic Information, Manufacturing Base and Competitors
- Table 208. Teaspoon Major Business
- Table 209. Teaspoon Freshly Made Tea Product and Services
- Table 210. Teaspoon Freshly Made Tea Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 211. Teaspoon Recent Developments/Updates
- Table 212. Teaspoon Competitive Strengths & Weaknesses
- Table 213. Global Key Players of Freshly Made Tea Upstream (Raw Materials)
- Table 214. Global Freshly Made Tea Typical Customers
- Table 215. Freshly Made Tea Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Freshly Made Tea Picture

Figure 2. World Freshly Made Tea Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Freshly Made Tea Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Freshly Made Tea Production (2021-2032) & (K Units)

Figure 5. World Freshly Made Tea Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Freshly Made Tea Production Value Market Share by Region (2021-2032)

Figure 7. World Freshly Made Tea Production Market Share by Region (2021-2032)

Figure 8. North America Freshly Made Tea Production (2021-2032) & (K Units)

Figure 9. Europe Freshly Made Tea Production (2021-2032) & (K Units)

Figure 10. China Freshly Made Tea Production (2021-2032) & (K Units)

Figure 11. Japan Freshly Made Tea Production (2021-2032) & (K Units)

Figure 12. Freshly Made Tea Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 15. World Freshly Made Tea Consumption Market Share by Region (2021-2032)

Figure 16. United States Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 17. China Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 18. Europe Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 19. Japan Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 20. South Korea Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 22. India Freshly Made Tea Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Freshly Made Tea by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Freshly Made Tea Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Freshly Made Tea Markets in 2025

Figure 26. United States VS China: Freshly Made Tea Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Freshly Made Tea Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Freshly Made Tea Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Freshly Made Tea Production Market Share 2025

Figure 30. China Based Manufacturers Freshly Made Tea Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Freshly Made Tea Production Market Share 2025

Figure 32. World Freshly Made Tea Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Freshly Made Tea Production Value Market Share by Type in 2025

Figure 34. Milk-based Tea

Figure 35. Fruit Tea

Figure 36. Pure Brewed Tea

Figure 37. Others

Figure 38. World Freshly Made Tea Production Market Share by Type (2021-2032)

Figure 39. World Freshly Made Tea Production Value Market Share by Type (2021-2032)

Figure 40. World Freshly Made Tea Average Price by Type (2021-2032) & (US\$/Unit)

Figure 41. World Freshly Made Tea Production Value by Processing & Craft, (USD Million), 2021 & 2025 & 2032

Figure 42. World Freshly Made Tea Production Value Market Share by Processing & Craft in 2025

Figure 43. Fresh Brewed (Hot-brew)

Figure 44. Cold Brew / Iced Extraction

Figure 45. Others

Figure 46. World Freshly Made Tea Production Market Share by Processing & Craft (2021-2032)

Figure 47. World Freshly Made Tea Production Value Market Share by Processing & Craft (2021-2032)

Figure 48. World Freshly Made Tea Average Price by Processing & Craft (2021-2032) & (US\$/Unit)

Figure 49. World Freshly Made Tea Production Value by Price Tier, (USD Million), 2021 & 2025 & 2032

Figure 50. World Freshly Made Tea Production Value Market Share by Price Tier in 2025

Figure 51. Value / Mass

Figure 52. Mid-range

Figure 53. Premium

Figure 54. Others

Figure 55. World Freshly Made Tea Production Market Share by Price Tier (2021-2032)

Figure 56. World Freshly Made Tea Production Value Market Share by Price Tier (2021-2032)

Figure 57. World Freshly Made Tea Average Price by Price Tier (2021-2032) & (US\$/Unit)

Figure 58. World Freshly Made Tea Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 59. World Freshly Made Tea Production Value Market Share by Application in 2025

Figure 60. Online Sales

Figure 61. Offline Sales

Figure 62. World Freshly Made Tea Production Market Share by Application (2021-2032)

Figure 63. World Freshly Made Tea Production Value Market Share by Application (2021-2032)

Figure 64. World Freshly Made Tea Average Price by Application (2021-2032) & (US\$/Unit)

Figure 65. Freshly Made Tea Industry Chain

Figure 66. Freshly Made Tea Procurement Model

Figure 67. Freshly Made Tea Sales Model

Figure 68. Freshly Made Tea Sales Channels, Direct Sales, and Distribution

Figure 69. Methodology

Figure 70. Research Process and Data Source

I would like to order

Product name: Global Freshly Made Tea Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/GC83D325BF8DEN.html>

Price: US\$ 4,480.00 (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/GC83D325BF8DEN.html>