

Global Herbal Tea Market 2018 by Manufacturers, Regions, Type and Application, Forecast to 2023

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Abstracts

Herbal tea is made by boiling or steeping herbs, and is an infusion made from a plant other than *Camellia sinensis*. Flower tisanes such as chamomile, lavender, hibiscus, and rose are usually used for making herbal teas. Even leaf tisane such as mint, lemongrass, French verbenas, and lemon balm can be used for making herbal teas. Other tisanes used to blend herbal tea are root tisanes, fruit tisanes, and seed or spice tisanes.

Scope of the Report:

This report focuses on the Herbal Tea in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Herbal tea has several health benefits and is available in a variety of flavors such as orange and apple, which are not only delicious but are a perfect alternative to unhealthy sodas. Moreover, herbal tea is rich in antioxidants, minerals, and vitamins. Some of the most popular herbal teas include peppermint tea, chamomile tea, and hibiscus tea. While peppermint tea aids in digestion and has antiviral and antimicrobial properties, chamomile tea has antiplatelet-clumping activity and plays a vital role in reducing the occurrence of blood clots. Also, hibiscus tea lowers the blood pressure and is ideal for pre-hypersensitive and mildly hypersensitive people. The increasing awareness about preventive healthcare and stressful lifestyle is encouraging consumers to opt for products with health benefits like herbal tea.

Online retailing is a recent trend spurring the growth prospects of the herbal tea market in the coming years. Although the brick-and-mortar retail channel remains the key

channel in the market, Internet retailing is witnessing rapid growth. Factors such as quick delivery services and competitive selling prices are some of the major factors boosting the growth of Internet retailing worldwide. Several websites like mightyleaf.com, teabox.com, themandarinstea.com, and adagio.com offer different flavors and types of tea. Also, the sites provide options such as live chat to provide instant support to people who face any kind of difficulty while purchasing products, which is driving consumers to purchase herbal teas online, leading to this market's growth in the coming years.

The worldwide market for Herbal Tea is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Adagio Teas

Associated British Foods

Dilmah Tea

ITO EN

Tata Global Beverages

Unilever

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Black Tea

Green Tea

Yellow Tea

Market Segment by Applications, can be divided into

Supermarkets and Hypermarkets

Independent Retailers

Specialist Retailers

Convenience Stores

Others

There are 15 Chapters to deeply display the global Herbal Tea market.

Chapter 1, to describe Herbal Tea Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Herbal Tea, with sales, revenue, and price of Herbal Tea, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Herbal Tea, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and

by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Herbal Tea market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Herbal Tea sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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