

Global New Chinese-style Tea Drinks Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G22E796F925AEN.html>

Date: January 2026

Pages: 141

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

ID: G22E796F925AEN

Abstracts

The global New Chinese-style Tea Drinks market size is expected to reach \$ 69755 million by 2032, rising at a market growth of 7.1% CAGR during the forecast period (2026-2032).

In 2025, global New Chinese-style Tea Drinks reached approximately 18690 Units, with an average global market price of around 2.18 USD per Units.

New Chinese-style Tea Drinks are a new type of beverage that uses traditional Chinese tea as its core base, blending modern beverage-making techniques with innovative ingredients. They combine the authentic flavor of tea with fashionable consumer appeal, representing a fusion of traditional tea culture and modern consumer demands.

Distinguishing itself from traditional tea brewing methods and early instant milk teas primarily made with creamer and flavorings, its core characteristics emphasize fresh ingredients and upgraded processing. The tea base is often made using whole-leaf fresh extraction or cold extraction methods to preserve the natural aroma and taste of the tea. Toppings include a variety of ingredients such as fresh fruit, fresh milk, cheese, grains, and herbs, creating a rich and layered flavor profile. At the same time, it focuses on product aesthetics, experiential elements, and health benefits, catering to the needs of young consumers who value 'delicious, visually appealing, and healthy' products. Common formats include cheese-topped milk tea, fresh fruit tea, thick milk tea, and herbal health teas, widely available in offline stores, delivery channels, and the retail pre-packaged market.

The upstream raw materials for New Chinese-style Tea Drinks mainly include tea leaves, dairy products, syrups, and jams. Typical raw material suppliers include Cograin, Shanghai Hairong Foodstuff Industry, and Tianye Innovation Corporation. Sales are mainly conducted through online and offline channels.

New Chinese-style Tea Drinks' single-line production capacity is affected by the level of automation, product complexity, and shift schedule. The peak daily output of a single

store is 800-1500 cups, with a product gross profit margin of 30-50%.

New Chinese-style Tea Drinks is a new type of beverage rooted in traditional Chinese tea culture. It uses freshly brewed whole-leaf tea as a base, blending it with innovative ingredients such as fresh milk, fresh fruit, and cheese, and is crafted using modern standardized processes. It transcends the traditional single-brewing method of tea drinks, preserving the natural aroma and cultural heritage of tea while reconstructing the tea drinking experience through rich flavor layers, fashionable product forms, and diverse consumption scenarios. It has established an omnichannel layout, from freshly made stores to pre-packaged retail, becoming a new consumption vehicle connecting tradition and trend.

New Chinese-style Tea Drinks, with its unique product innovation and model advantages, precisely addresses multiple pain points in the traditional beverage industry: health upgrades such as freshly brewed whole-leaf tea and the use of fresh milk break away from the quality issues of early instant tea drinks relying on artificial flavors and non-dairy creamer; rich ingredient combinations and scenario-based design solve the problems of monotonous taste and limited consumption scenarios in traditional tea drinks; and a standardized supply chain system and efficient store operations balance quality stability and convenience, meeting the public's comprehensive needs for beverages that are 'delicious, healthy, and visually appealing.' Currently, the young consumer group's recognition and pursuit of Guochao (national trend) culture is injecting cultural momentum into the industry, the popularization of healthy consumption concepts is driving continuous product upgrades, and the deep empowerment of globalization and digital technology is further expanding the industry's growth boundaries. These factors collectively constitute the core driving force behind the booming development of New Chinese-style Tea Drinks.

In the future, the New Chinese-style Tea Drinks industry will unleash its continued growth potential through in-depth cultural cultivation and global expansion.

Technologically, digitalization and intelligentization will further penetrate all aspects of the industry chain, from precise planting in smart tea gardens to automated production in stores, continuously improving efficiency and quality stability. On the product side, the industry will continue to explore the innovative integration of traditional tea culture and diverse ingredients, while deepening its focus on health and functionality to meet the segmented needs of consumers. In terms of the market, the industry will penetrate from first- and second-tier cities in China to broader lower-tier markets, while accelerating its globalization with cultural adaptation as the core, making Chinese tea drinks a bridge for cross-cultural exchange. As a representative category embodying Eastern aesthetics and modern consumption concepts, New Chinese-style Tea Drinks is upgrading from a single beverage sector to a composite ecosystem integrating culture, technology, and commerce, with broad prospects for future development.

This report studies the global New Chinese-style Tea Drinks production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for New Chinese-style Tea Drinks 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 New Chinese-style Tea Drinks that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global New Chinese-style Tea Drinks total production and demand, 2021-2032, (K Units)

Global New Chinese-style Tea Drinks total production value, 2021-2032, (USD Million)

Global New Chinese-style Tea Drinks production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global New Chinese-style Tea Drinks consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: New Chinese-style Tea Drinks domestic production, consumption, key domestic manufacturers and share

Global New Chinese-style Tea Drinks production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global New Chinese-style Tea Drinks production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global New Chinese-style Tea Drinks production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global New Chinese-style Tea Drinks 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, Chagee Holdings, Heytea, Guming Holdings, Sichuan Baicha Baidao Industrial, Nayuki Holdings, Auntea Jenny, Tianlala, NOYEYENOTE, MOLLYTEA, 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 New Chinese-style Tea Drinks 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 New Chinese-style Tea Drinks Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global New Chinese-style Tea Drinks Market, Segmentation by Type:

Milk Tea

Fruit Tea

Global New Chinese-style Tea Drinks Market, Segmentation by Raw Material:

Green Tea Base

Black Tea Base

Others

Global New Chinese-style Tea Drinks Market, Segmentation by Process:

Fresh Extraction

Cold Extraction

Others

Global New Chinese-style Tea Drinks Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

MIXUE Group

Chagee Holdings

Heytea

Guming Holdings

Sichuan Baicha Baidao Industrial

Nayuki Holdings

Auntea Jennny

Tianlala

NOYEYENOTEA

MOLLYTEA

CoCo Fresh Tea & Juice

Shuyi Tealicious

DAKASI

Alittle-tea

Yihetang

Modern China Tea Shop

Peachful

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

- 1.1 New Chinese-style Tea Drinks Introduction
- 1.2 World New Chinese-style Tea Drinks Supply & Forecast
 - 1.2.1 World New Chinese-style Tea Drinks Production Value (2021 & 2025 & 2032)
 - 1.2.2 World New Chinese-style Tea Drinks Production (2021-2032)
 - 1.2.3 World New Chinese-style Tea Drinks Pricing Trends (2021-2032)
- 1.3 World New Chinese-style Tea Drinks Production by Region (Based on Production Site)
 - 1.3.1 World New Chinese-style Tea Drinks Production Value by Region (2021-2032)
 - 1.3.2 World New Chinese-style Tea Drinks Production by Region (2021-2032)
 - 1.3.3 World New Chinese-style Tea Drinks Average Price by Region (2021-2032)
 - 1.3.4 China New Chinese-style Tea Drinks Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 New Chinese-style Tea Drinks Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 New Chinese-style Tea Drinks Major Market Trends

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World New Chinese-style Tea Drinks Production Value by Manufacturer (2021-2026)

- 3.2 World New Chinese-style Tea Drinks Production by Manufacturer (2021-2026)
- 3.3 World New Chinese-style Tea Drinks Average Price by Manufacturer (2021-2026)
- 3.4 New Chinese-style Tea Drinks Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global New Chinese-style Tea Drinks Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for New Chinese-style Tea Drinks in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for New Chinese-style Tea Drinks in 2025
- 3.6 New Chinese-style Tea Drinks Market: Overall Company Footprint Analysis
 - 3.6.1 New Chinese-style Tea Drinks Market: Region Footprint
 - 3.6.2 New Chinese-style Tea Drinks Market: Company Product Type Footprint
 - 3.6.3 New Chinese-style Tea Drinks 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: New Chinese-style Tea Drinks Production Value Comparison
 - 4.1.1 United States VS China: New Chinese-style Tea Drinks Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: New Chinese-style Tea Drinks Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: New Chinese-style Tea Drinks Production Comparison
 - 4.2.1 United States VS China: New Chinese-style Tea Drinks Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: New Chinese-style Tea Drinks Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: New Chinese-style Tea Drinks Consumption Comparison
 - 4.3.1 United States VS China: New Chinese-style Tea Drinks Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: New Chinese-style Tea Drinks Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based New Chinese-style Tea Drinks Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based New Chinese-style Tea Drinks Manufacturers,

Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers New Chinese-style Tea Drinks Production Value (2021-2026)

4.4.3 United States Based Manufacturers New Chinese-style Tea Drinks Production (2021-2026)

4.5 China Based New Chinese-style Tea Drinks Manufacturers and Market Share

4.5.1 China Based New Chinese-style Tea Drinks Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers New Chinese-style Tea Drinks Production Value (2021-2026)

4.5.3 China Based Manufacturers New Chinese-style Tea Drinks Production (2021-2026)

4.6 Rest of World Based New Chinese-style Tea Drinks Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based New Chinese-style Tea Drinks Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers New Chinese-style Tea Drinks Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers New Chinese-style Tea Drinks Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World New Chinese-style Tea Drinks Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Milk Tea

5.2.2 Fruit Tea

5.3 Market Segment by Type

5.3.1 World New Chinese-style Tea Drinks Production by Type (2021-2032)

5.3.2 World New Chinese-style Tea Drinks Production Value by Type (2021-2032)

5.3.3 World New Chinese-style Tea Drinks Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY RAW MATERIAL

6.1 World New Chinese-style Tea Drinks Market Size Overview by Raw Material: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Raw Material

6.2.1 Green Tea Base

6.2.2 Black Tea Base

6.2.3 Others

6.3 Market Segment by Raw Material

6.3.1 World New Chinese-style Tea Drinks Production by Raw Material (2021-2032)

6.3.2 World New Chinese-style Tea Drinks Production Value by Raw Material (2021-2032)

6.3.3 World New Chinese-style Tea Drinks Average Price by Raw Material (2021-2032)

7 MARKET ANALYSIS BY PROCESS

7.1 World New Chinese-style Tea Drinks Market Size Overview by Process: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Process

7.2.1 Fresh Extraction

7.2.2 Cold Extraction

7.2.3 Others

7.3 Market Segment by Process

7.3.1 World New Chinese-style Tea Drinks Production by Process (2021-2032)

7.3.2 World New Chinese-style Tea Drinks Production Value by Process (2021-2032)

7.3.3 World New Chinese-style Tea Drinks Average Price by Process (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World New Chinese-style Tea Drinks 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 New Chinese-style Tea Drinks Production by Application (2021-2032)

8.3.2 World New Chinese-style Tea Drinks Production Value by Application (2021-2032)

8.3.3 World New Chinese-style Tea Drinks 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 New Chinese-style Tea Drinks Product and Services
- 9.1.4 MIXUE Group New Chinese-style Tea Drinks 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 Chagee Holdings
 - 9.2.1 Chagee Holdings Details
 - 9.2.2 Chagee Holdings Major Business
 - 9.2.3 Chagee Holdings New Chinese-style Tea Drinks Product and Services
 - 9.2.4 Chagee Holdings New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Chagee Holdings Recent Developments/Updates
 - 9.2.6 Chagee Holdings Competitive Strengths & Weaknesses
- 9.3 Heytea
 - 9.3.1 Heytea Details
 - 9.3.2 Heytea Major Business
 - 9.3.3 Heytea New Chinese-style Tea Drinks Product and Services
 - 9.3.4 Heytea New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Heytea Recent Developments/Updates
 - 9.3.6 Heytea Competitive Strengths & Weaknesses
- 9.4 Guming Holdings
 - 9.4.1 Guming Holdings Details
 - 9.4.2 Guming Holdings Major Business
 - 9.4.3 Guming Holdings New Chinese-style Tea Drinks Product and Services
 - 9.4.4 Guming Holdings New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Guming Holdings Recent Developments/Updates
 - 9.4.6 Guming Holdings Competitive Strengths & Weaknesses
- 9.5 Sichuan Baicha Baidao Industrial
 - 9.5.1 Sichuan Baicha Baidao Industrial Details
 - 9.5.2 Sichuan Baicha Baidao Industrial Major Business
 - 9.5.3 Sichuan Baicha Baidao Industrial New Chinese-style Tea Drinks Product and Services
 - 9.5.4 Sichuan Baicha Baidao Industrial New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Sichuan Baicha Baidao Industrial Recent Developments/Updates
 - 9.5.6 Sichuan Baicha Baidao Industrial Competitive Strengths & Weaknesses

9.6 Nayuki Holdings

9.6.1 Nayuki Holdings Details

9.6.2 Nayuki Holdings Major Business

9.6.3 Nayuki Holdings New Chinese-style Tea Drinks Product and Services

9.6.4 Nayuki Holdings New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 Nayuki Holdings Recent Developments/Updates

9.6.6 Nayuki Holdings Competitive Strengths & Weaknesses

9.7 Auntea Jennny

9.7.1 Auntea Jennny Details

9.7.2 Auntea Jennny Major Business

9.7.3 Auntea Jennny New Chinese-style Tea Drinks Product and Services

9.7.4 Auntea Jennny New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.7.5 Auntea Jennny Recent Developments/Updates

9.7.6 Auntea Jennny Competitive Strengths & Weaknesses

9.8 Tianlala

9.8.1 Tianlala Details

9.8.2 Tianlala Major Business

9.8.3 Tianlala New Chinese-style Tea Drinks Product and Services

9.8.4 Tianlala New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.8.5 Tianlala Recent Developments/Updates

9.8.6 Tianlala Competitive Strengths & Weaknesses

9.9 NOYEYENOTEA

9.9.1 NOYEYENOTEA Details

9.9.2 NOYEYENOTEA Major Business

9.9.3 NOYEYENOTEA New Chinese-style Tea Drinks Product and Services

9.9.4 NOYEYENOTEA New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.9.5 NOYEYENOTEA Recent Developments/Updates

9.9.6 NOYEYENOTEA Competitive Strengths & Weaknesses

9.10 MOLLYTEA

9.10.1 MOLLYTEA Details

9.10.2 MOLLYTEA Major Business

9.10.3 MOLLYTEA New Chinese-style Tea Drinks Product and Services

9.10.4 MOLLYTEA New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 MOLLYTEA Recent Developments/Updates

- 9.10.6 MOLLYTEA Competitive Strengths & Weaknesses
- 9.11 CoCo Fresh Tea & Juice
 - 9.11.1 CoCo Fresh Tea & Juice Details
 - 9.11.2 CoCo Fresh Tea & Juice Major Business
 - 9.11.3 CoCo Fresh Tea & Juice New Chinese-style Tea Drinks Product and Services
 - 9.11.4 CoCo Fresh Tea & Juice New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 CoCo Fresh Tea & Juice Recent Developments/Updates
 - 9.11.6 CoCo Fresh Tea & Juice Competitive Strengths & Weaknesses
- 9.12 Shuyi Tealicious
 - 9.12.1 Shuyi Tealicious Details
 - 9.12.2 Shuyi Tealicious Major Business
 - 9.12.3 Shuyi Tealicious New Chinese-style Tea Drinks Product and Services
 - 9.12.4 Shuyi Tealicious New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Shuyi Tealicious Recent Developments/Updates
 - 9.12.6 Shuyi Tealicious Competitive Strengths & Weaknesses
- 9.13 DAKASI
 - 9.13.1 DAKASI Details
 - 9.13.2 DAKASI Major Business
 - 9.13.3 DAKASI New Chinese-style Tea Drinks Product and Services
 - 9.13.4 DAKASI New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 DAKASI Recent Developments/Updates
 - 9.13.6 DAKASI Competitive Strengths & Weaknesses
- 9.14 Alittle-tea
 - 9.14.1 Alittle-tea Details
 - 9.14.2 Alittle-tea Major Business
 - 9.14.3 Alittle-tea New Chinese-style Tea Drinks Product and Services
 - 9.14.4 Alittle-tea New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Alittle-tea Recent Developments/Updates
 - 9.14.6 Alittle-tea Competitive Strengths & Weaknesses
- 9.15 Yihetang
 - 9.15.1 Yihetang Details
 - 9.15.2 Yihetang Major Business
 - 9.15.3 Yihetang New Chinese-style Tea Drinks Product and Services
 - 9.15.4 Yihetang New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.15.5 Yihetang Recent Developments/Updates
- 9.15.6 Yihetang Competitive Strengths & Weaknesses
- 9.16 Modern China Tea Shop
 - 9.16.1 Modern China Tea Shop Details
 - 9.16.2 Modern China Tea Shop Major Business
 - 9.16.3 Modern China Tea Shop New Chinese-style Tea Drinks Product and Services
 - 9.16.4 Modern China Tea Shop New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Modern China Tea Shop Recent Developments/Updates
 - 9.16.6 Modern China Tea Shop Competitive Strengths & Weaknesses
- 9.17 Peachful
 - 9.17.1 Peachful Details
 - 9.17.2 Peachful Major Business
 - 9.17.3 Peachful New Chinese-style Tea Drinks Product and Services
 - 9.17.4 Peachful New Chinese-style Tea Drinks Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.17.5 Peachful Recent Developments/Updates
 - 9.17.6 Peachful Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 New Chinese-style Tea Drinks Industry Chain
- 10.2 New Chinese-style Tea Drinks Upstream Analysis
 - 10.2.1 New Chinese-style Tea Drinks Core Raw Materials
 - 10.2.2 Main Manufacturers of New Chinese-style Tea Drinks Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 New Chinese-style Tea Drinks Production Mode
- 10.6 New Chinese-style Tea Drinks Procurement Model
- 10.7 New Chinese-style Tea Drinks Industry Sales Model and Sales Channels
 - 10.7.1 New Chinese-style Tea Drinks Sales Model
 - 10.7.2 New Chinese-style Tea Drinks 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 New Chinese-style Tea Drinks Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World New Chinese-style Tea Drinks Production Value by Region (2021-2026) & (USD Million)

Table 3. World New Chinese-style Tea Drinks Production Value by Region (2027-2032) & (USD Million)

Table 4. World New Chinese-style Tea Drinks Production Value Market Share by Region (2021-2026)

Table 5. World New Chinese-style Tea Drinks Production Value Market Share by Region (2027-2032)

Table 6. World New Chinese-style Tea Drinks Production by Region (2021-2026) & (K Units)

Table 7. World New Chinese-style Tea Drinks Production by Region (2027-2032) & (K Units)

Table 8. World New Chinese-style Tea Drinks Production Market Share by Region (2021-2026)

Table 9. World New Chinese-style Tea Drinks Production Market Share by Region (2027-2032)

Table 10. World New Chinese-style Tea Drinks Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World New Chinese-style Tea Drinks Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. New Chinese-style Tea Drinks Major Market Trends

Table 13. World New Chinese-style Tea Drinks Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World New Chinese-style Tea Drinks Consumption by Region (2021-2026) & (K Units)

Table 15. World New Chinese-style Tea Drinks Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World New Chinese-style Tea Drinks Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key New Chinese-style Tea Drinks Producers in 2025

Table 18. World New Chinese-style Tea Drinks Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key New Chinese-style Tea Drinks Producers in 2025

Table 20. World New Chinese-style Tea Drinks Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global New Chinese-style Tea Drinks Company Evaluation Quadrant

Table 22. World New Chinese-style Tea Drinks Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and New Chinese-style Tea Drinks Production Site of Key Manufacturer

Table 24. New Chinese-style Tea Drinks Market: Company Product Type Footprint

Table 25. New Chinese-style Tea Drinks Market: Company Product Application Footprint

Table 26. New Chinese-style Tea Drinks Competitive Factors

Table 27. New Chinese-style Tea Drinks New Entrant and Capacity Expansion Plans

Table 28. New Chinese-style Tea Drinks Mergers & Acquisitions Activity

Table 29. United States VS China New Chinese-style Tea Drinks Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China New Chinese-style Tea Drinks Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China New Chinese-style Tea Drinks Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based New Chinese-style Tea Drinks Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers New Chinese-style Tea Drinks Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers New Chinese-style Tea Drinks Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers New Chinese-style Tea Drinks Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers New Chinese-style Tea Drinks Production Market Share (2021-2026)

Table 37. China Based New Chinese-style Tea Drinks Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers New Chinese-style Tea Drinks Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers New Chinese-style Tea Drinks Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers New Chinese-style Tea Drinks Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers New Chinese-style Tea Drinks Production Market Share (2021-2026)

Table 42. Rest of World Based New Chinese-style Tea Drinks Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers New Chinese-style Tea Drinks Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers New Chinese-style Tea Drinks Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers New Chinese-style Tea Drinks Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers New Chinese-style Tea Drinks Production Market Share (2021-2026)

Table 47. World New Chinese-style Tea Drinks Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World New Chinese-style Tea Drinks Production by Type (2021-2026) & (K Units)

Table 49. World New Chinese-style Tea Drinks Production by Type (2027-2032) & (K Units)

Table 50. World New Chinese-style Tea Drinks Production Value by Type (2021-2026) & (USD Million)

Table 51. World New Chinese-style Tea Drinks Production Value by Type (2027-2032) & (USD Million)

Table 52. World New Chinese-style Tea Drinks Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World New Chinese-style Tea Drinks Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World New Chinese-style Tea Drinks Production Value by Raw Material, (USD Million), 2021 & 2025 & 2032

Table 55. World New Chinese-style Tea Drinks Production by Raw Material (2021-2026) & (K Units)

Table 56. World New Chinese-style Tea Drinks Production by Raw Material (2027-2032) & (K Units)

Table 57. World New Chinese-style Tea Drinks Production Value by Raw Material (2021-2026) & (USD Million)

Table 58. World New Chinese-style Tea Drinks Production Value by Raw Material (2027-2032) & (USD Million)

Table 59. World New Chinese-style Tea Drinks Average Price by Raw Material (2021-2026) & (US\$/Unit)

Table 60. World New Chinese-style Tea Drinks Average Price by Raw Material

(2027-2032) & (US\$/Unit)

Table 61. World New Chinese-style Tea Drinks Production Value by Process, (USD Million), 2021 & 2025 & 2032

Table 62. World New Chinese-style Tea Drinks Production by Process (2021-2026) & (K Units)

Table 63. World New Chinese-style Tea Drinks Production by Process (2027-2032) & (K Units)

Table 64. World New Chinese-style Tea Drinks Production Value by Process (2021-2026) & (USD Million)

Table 65. World New Chinese-style Tea Drinks Production Value by Process (2027-2032) & (USD Million)

Table 66. World New Chinese-style Tea Drinks Average Price by Process (2021-2026) & (US\$/Unit)

Table 67. World New Chinese-style Tea Drinks Average Price by Process (2027-2032) & (US\$/Unit)

Table 68. World New Chinese-style Tea Drinks Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World New Chinese-style Tea Drinks Production by Application (2021-2026) & (K Units)

Table 70. World New Chinese-style Tea Drinks Production by Application (2027-2032) & (K Units)

Table 71. World New Chinese-style Tea Drinks Production Value by Application (2021-2026) & (USD Million)

Table 72. World New Chinese-style Tea Drinks Production Value by Application (2027-2032) & (USD Million)

Table 73. World New Chinese-style Tea Drinks Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World New Chinese-style Tea Drinks 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 New Chinese-style Tea Drinks Product and Services

Table 78. MIXUE Group New Chinese-style Tea Drinks 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. Chagee Holdings Basic Information, Manufacturing Base and Competitors

Table 82. Chagee Holdings Major Business

Table 83. Chagee Holdings New Chinese-style Tea Drinks Product and Services

Table 84. Chagee Holdings New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Chagee Holdings Recent Developments/Updates

Table 86. Chagee Holdings Competitive Strengths & Weaknesses

Table 87. Heytea Basic Information, Manufacturing Base and Competitors

Table 88. Heytea Major Business

Table 89. Heytea New Chinese-style Tea Drinks Product and Services

Table 90. Heytea New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Heytea Recent Developments/Updates

Table 92. Heytea Competitive Strengths & Weaknesses

Table 93. Guming Holdings Basic Information, Manufacturing Base and Competitors

Table 94. Guming Holdings Major Business

Table 95. Guming Holdings New Chinese-style Tea Drinks Product and Services

Table 96. Guming Holdings New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Guming Holdings Recent Developments/Updates

Table 98. Guming Holdings Competitive Strengths & Weaknesses

Table 99. Sichuan Baicha Baidao Industrial Basic Information, Manufacturing Base and Competitors

Table 100. Sichuan Baicha Baidao Industrial Major Business

Table 101. Sichuan Baicha Baidao Industrial New Chinese-style Tea Drinks Product and Services

Table 102. Sichuan Baicha Baidao Industrial New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Sichuan Baicha Baidao Industrial Recent Developments/Updates

Table 104. Sichuan Baicha Baidao Industrial Competitive Strengths & Weaknesses

Table 105. Nayuki Holdings Basic Information, Manufacturing Base and Competitors

Table 106. Nayuki Holdings Major Business

Table 107. Nayuki Holdings New Chinese-style Tea Drinks Product and Services

Table 108. Nayuki Holdings New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Nayuki Holdings Recent Developments/Updates

Table 110. Nayuki Holdings Competitive Strengths & Weaknesses

Table 111. Auntea Jennny Basic Information, Manufacturing Base and Competitors

Table 112. Auntea Jennny Major Business

Table 113. Auntea Jennny New Chinese-style Tea Drinks Product and Services

Table 114. Auntea Jennny New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Auntea Jennny Recent Developments/Updates

Table 116. Auntea Jennny Competitive Strengths & Weaknesses

Table 117. Tianlala Basic Information, Manufacturing Base and Competitors

Table 118. Tianlala Major Business

Table 119. Tianlala New Chinese-style Tea Drinks Product and Services

Table 120. Tianlala New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Tianlala Recent Developments/Updates

Table 122. Tianlala Competitive Strengths & Weaknesses

Table 123. NOYEYENOTEA Basic Information, Manufacturing Base and Competitors

Table 124. NOYEYENOTEA Major Business

Table 125. NOYEYENOTEA New Chinese-style Tea Drinks Product and Services

Table 126. NOYEYENOTEA New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. NOYEYENOTEA Recent Developments/Updates

Table 128. NOYEYENOTEA Competitive Strengths & Weaknesses

Table 129. MOLLYTEA Basic Information, Manufacturing Base and Competitors

Table 130. MOLLYTEA Major Business

Table 131. MOLLYTEA New Chinese-style Tea Drinks Product and Services

Table 132. MOLLYTEA New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. MOLLYTEA Recent Developments/Updates

Table 134. MOLLYTEA Competitive Strengths & Weaknesses

Table 135. CoCo Fresh Tea & Juice Basic Information, Manufacturing Base and Competitors

Table 136. CoCo Fresh Tea & Juice Major Business

Table 137. CoCo Fresh Tea & Juice New Chinese-style Tea Drinks Product and Services

Table 138. CoCo Fresh Tea & Juice New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market

Share (2021-2026)

Table 139. CoCo Fresh Tea & Juice Recent Developments/Updates

Table 140. CoCo Fresh Tea & Juice Competitive Strengths & Weaknesses

Table 141. Shuyi Tealicious Basic Information, Manufacturing Base and Competitors

Table 142. Shuyi Tealicious Major Business

Table 143. Shuyi Tealicious New Chinese-style Tea Drinks Product and Services

Table 144. Shuyi Tealicious New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Shuyi Tealicious Recent Developments/Updates

Table 146. Shuyi Tealicious Competitive Strengths & Weaknesses

Table 147. DAKASI Basic Information, Manufacturing Base and Competitors

Table 148. DAKASI Major Business

Table 149. DAKASI New Chinese-style Tea Drinks Product and Services

Table 150. DAKASI New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. DAKASI Recent Developments/Updates

Table 152. DAKASI Competitive Strengths & Weaknesses

Table 153. Alittle-tea Basic Information, Manufacturing Base and Competitors

Table 154. Alittle-tea Major Business

Table 155. Alittle-tea New Chinese-style Tea Drinks Product and Services

Table 156. Alittle-tea New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Alittle-tea Recent Developments/Updates

Table 158. Alittle-tea Competitive Strengths & Weaknesses

Table 159. Yihetang Basic Information, Manufacturing Base and Competitors

Table 160. Yihetang Major Business

Table 161. Yihetang New Chinese-style Tea Drinks Product and Services

Table 162. Yihetang New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Yihetang Recent Developments/Updates

Table 164. Yihetang Competitive Strengths & Weaknesses

Table 165. Modern China Tea Shop Basic Information, Manufacturing Base and Competitors

Table 166. Modern China Tea Shop Major Business

Table 167. Modern China Tea Shop New Chinese-style Tea Drinks Product and

Services

Table 168. Modern China Tea Shop New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Modern China Tea Shop Recent Developments/Updates

Table 170. Modern China Tea Shop Competitive Strengths & Weaknesses

Table 171. Peachful Basic Information, Manufacturing Base and Competitors

Table 172. Peachful Major Business

Table 173. Peachful New Chinese-style Tea Drinks Product and Services

Table 174. Peachful New Chinese-style Tea Drinks Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Peachful Recent Developments/Updates

Table 176. Peachful Competitive Strengths & Weaknesses

Table 177. Global Key Players of New Chinese-style Tea Drinks Upstream (Raw Materials)

Table 178. Global New Chinese-style Tea Drinks Typical Customers

Table 179. New Chinese-style Tea Drinks Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. New Chinese-style Tea Drinks Picture

Figure 2. World New Chinese-style Tea Drinks Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World New Chinese-style Tea Drinks Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World New Chinese-style Tea Drinks Production (2021-2032) & (K Units)

Figure 5. World New Chinese-style Tea Drinks Average Price (2021-2032) & (US\$/Unit)

Figure 6. World New Chinese-style Tea Drinks Production Value Market Share by Region (2021-2032)

Figure 7. World New Chinese-style Tea Drinks Production Market Share by Region (2021-2032)

Figure 8. China New Chinese-style Tea Drinks Production (2021-2032) & (K Units)

Figure 9. New Chinese-style Tea Drinks Market Drivers

Figure 10. Factors Affecting Demand

Figure 11. World New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 12. World New Chinese-style Tea Drinks Consumption Market Share by Region (2021-2032)

Figure 13. United States New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 14. China New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 15. Europe New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 16. Japan New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 17. South Korea New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 18. ASEAN New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 19. India New Chinese-style Tea Drinks Consumption (2021-2032) & (K Units)

Figure 20. Producer Shipments of New Chinese-style Tea Drinks by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 21. Global Four-firm Concentration Ratios (CR4) for New Chinese-style Tea Drinks Markets in 2025

Figure 22. Global Four-firm Concentration Ratios (CR8) for New Chinese-style Tea Drinks Markets in 2025

Figure 23. United States VS China: New Chinese-style Tea Drinks Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 24. United States VS China: New Chinese-style Tea Drinks Production Market

Share Comparison (2021 & 2025 & 2032)

Figure 25. United States VS China: New Chinese-style Tea Drinks Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 26. United States Based Manufacturers New Chinese-style Tea Drinks Production Market Share 2025

Figure 27. China Based Manufacturers New Chinese-style Tea Drinks Production Market Share 2025

Figure 28. Rest of World Based Manufacturers New Chinese-style Tea Drinks Production Market Share 2025

Figure 29. World New Chinese-style Tea Drinks Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World New Chinese-style Tea Drinks Production Value Market Share by Type in 2025

Figure 31. Milk Tea

Figure 32. Fruit Tea

Figure 33. World New Chinese-style Tea Drinks Production Market Share by Type (2021-2032)

Figure 34. World New Chinese-style Tea Drinks Production Value Market Share by Type (2021-2032)

Figure 35. World New Chinese-style Tea Drinks Average Price by Type (2021-2032) & (US\$/Unit)

Figure 36. World New Chinese-style Tea Drinks Production Value by Raw Material, (USD Million), 2021 & 2025 & 2032

Figure 37. World New Chinese-style Tea Drinks Production Value Market Share by Raw Material in 2025

Figure 38. Green Tea Base

Figure 39. Black Tea Base

Figure 40. Others

Figure 41. World New Chinese-style Tea Drinks Production Market Share by Raw Material (2021-2032)

Figure 42. World New Chinese-style Tea Drinks Production Value Market Share by Raw Material (2021-2032)

Figure 43. World New Chinese-style Tea Drinks Average Price by Raw Material (2021-2032) & (US\$/Unit)

Figure 44. World New Chinese-style Tea Drinks Production Value by Process, (USD Million), 2021 & 2025 & 2032

Figure 45. World New Chinese-style Tea Drinks Production Value Market Share by Process in 2025

Figure 46. Fresh Extraction

Figure 47. Cold Extraction

Figure 48. Others

Figure 49. World New Chinese-style Tea Drinks Production Market Share by Process (2021-2032)

Figure 50. World New Chinese-style Tea Drinks Production Value Market Share by Process (2021-2032)

Figure 51. World New Chinese-style Tea Drinks Average Price by Process (2021-2032) & (US\$/Unit)

Figure 52. World New Chinese-style Tea Drinks Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 53. World New Chinese-style Tea Drinks Production Value Market Share by Application in 2025

Figure 54. Online Sales

Figure 55. Offline Sales

Figure 56. World New Chinese-style Tea Drinks Production Market Share by Application (2021-2032)

Figure 57. World New Chinese-style Tea Drinks Production Value Market Share by Application (2021-2032)

Figure 58. World New Chinese-style Tea Drinks Average Price by Application (2021-2032) & (US\$/Unit)

Figure 59. New Chinese-style Tea Drinks Industry Chain

Figure 60. New Chinese-style Tea Drinks Procurement Model

Figure 61. New Chinese-style Tea Drinks Sales Model

Figure 62. New Chinese-style Tea Drinks Sales Channels, Direct Sales, and Distribution

Figure 63. Methodology

Figure 64. Research Process and Data Source

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