

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

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Abstracts

The global New Chinese 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 Tea Drinks reached approximately 18690 M Units, with an average global market price of around 2.18 USD per Units.

New Chinese 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 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 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 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 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 Tea Drinks.

In the future, the New Chinese 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 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 Tea Drinks production, demand, key

manufacturers, and key regions.

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global New Chinese 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 Tea Drinks market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M 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 Tea Drinks Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global New Chinese Tea Drinks Market, Segmentation by Type:

Milk Tea

Fruit Tea

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

Green Tea Base

Black Tea Base

Others

Global New Chinese Tea Drinks Market, Segmentation by Process:

Fresh Extraction

Cold Extraction

Others

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

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