

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

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Abstracts

According to our (Global Info Research) latest study, the global Solid Instant Tea market size was valued at US\$ 1121 million in 2025 and is forecast to a readjusted size of US\$ 1536 million by 2032 with a CAGR of 4.6% during review period.

In 2025, global Solid Instant Tea production reached approximately 72.6k tons, with an average global market price of around US\$ 15 per kg.

Solid instant tea belongs to the category of solid beverages. It is a product made of solid materials such as powder, granules or blocks processed from food raw materials and food additives for mixing and drinking. According to GB/T18798 'Solid Instant Tea', solid instant tea is a powdered tea product made from tea leaves or fresh tea leaves, extracted by water (or squeezed from fresh tea leaves), filtered, concentrated and dried. During the production process, solid instant tea can be seasoned by adding food additives, food processing aids and appropriate amounts of food auxiliary materials (such as maltodextrin). This type of product is a tea product that can be brewed with hot water, cold water or ice water, and is convenient and fast, has the flavor and efficacy of tea, and is easy to mix with other foods. Therefore, solid instant tea can be brewed directly as a solid beverage, or as a raw material for tea beverages, food, medicine, etc.

Along the value chain, instant solid tea relies upstream on tea raw materials and functional ingredient suppliers, including primary green, black, oolong and pu'er teas as well as tea polyphenol concentrates, tea extracts, creamers, carbohydrates and natural flavours. These inputs are sourced from major tea-growing regions both domestic plantations and processors and international exporters from countries like India, Sri Lanka and Kenya as well as specialised extract and food-ingredient companies. In the

midstream, tea deep-processing and solid-beverage manufacturers use spray drying, freeze drying, agglomeration and premix technologies to produce pure instant tea powders, flavoured fruit-tea powders, milk-tea bases and other formats, often providing OEM/ODM services for beverage and food brands. Downstream, instant solid tea is used by branded instant-tea companies, e-commerce brands, chain cafés and teahouses, ready-to-drink (RTD) beverage players, and bakery, dairy and snack manufacturers, either as a retail product (sticks, sachets, jars) or as an industrial ingredient in 3-in-1 milk tea, solid beverages, bottled/canned RTD teas, tea-flavoured ice creams and baked goods, thereby transforming tea from an agricultural commodity into a fast-moving consumer product and versatile food ingredient.

The annual production capacity of a single-line Solid Instant Tea is approximately 300 tons, with a gross profit margin of approximately 40%-45%.

From a market perspective, instant solid tea sits at the intersection of upgraded tea consumption and ingredient-driven beverage manufacturing. On the consumer side, it benefits from growing demand for convenient, portable and multi-scenario tea drinking, establishing itself as a niche alongside instant coffee and other powdered beverages and gradually gaining penetration among younger consumers and in office and travel contexts. On the industrial side, the continued expansion of RTD tea beverages, milk-tea and fruit-tea chains, and ready-to-serve drink concepts is driving sustained increases in the use of instant solid tea as a standardized source of tea flavour and polyphenols in beverage plants, foodservice chains and bakery/dairy applications, making it an important lever for the industrialisation of tea. While bulk tea price and climate fluctuations impact input costs, processors can mitigate volatility through diversified sourcing, graded raw-material strategies and flexible formulation; at the same time, competition is evolving from pure price-based rivalry toward differentiation in aroma retention, solubility, clarity, pesticide and contaminant control, labelling claims (no added flavour, low-/no-sugar) and organic/sustainability certifications. Looking ahead, instant solid tea is likely to grow faster than traditional loose-leaf tea yet somewhat slower than the most dynamic RTD new-tea concepts, with key long-term opportunities in: combining tea with functional ingredients for healthy tea, energy/relaxation or meal-replacement concepts; aligning with cold-brew, water-soluble, low-sugar and plant-based trends as a core flavour module for beverage and food innovation; and developing premium instant tea, gift formats and co-branded products to enhance brand value and unit pricing while retaining its role as a versatile industrial ingredient.

This report is a detailed and comprehensive analysis for global Solid Instant Tea

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

Key Features:

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

Global Solid Instant Tea market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kg), and average selling prices (US\$/Kg), 2021-2032

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

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

The Primary Objectives in This Report Are:

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

To assess the growth potential for Solid Instant Tea

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

To assess competitive factors affecting the marketplace

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

Bakri Tea Group, Unilever, Oregon Chai, Finlays, Goodricke Group, Blueberry Agro, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

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

Market segment by Type

Spray Dried Instant Tea

Freeze Dried Instant Tea

Market segment by Tea Types

Green Tea

Black Tea

Oolong Tea

Others

Market segment by Properties

Sugar-free

Low Sugar

Market segment by Application

Online Sales

Offline Sales

Major players covered

Lipton

Nestle

Girnar Tea

Jivraj Tea

Wagh Bakri Tea Group

Unilever

Oregon Chai

Finlays

Goodricke Group

Blueberry Agro

Schoppe Instant Beverages

Chia-Tza-Teng

Alfa Valley Instant Tea Factory

Damin International

Minghuang Natural Food Development

Jufangyong Tea Industry

Qiriyuanye Biotechnology Consulting

Capsule Tea Language

Chali Group

Qinyuan Natural Plant High-Tech

Rongkai Foliage Extract

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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