

Global Yerba Mate Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Yerba Mate market size was valued at USD 1657.6 million in 2023 and is forecast to a readjusted size of USD 2226.7 million by 2030 with a CAGR of 4.3% during review period.

Yerba mate is made from the naturally caffeinated and nourishing leaves of the celebrated South American rainforest holly tree (*Ilex paraguariensis*).

Yerba Mate has the "strength of coffee, the health benefits of tea, and the euphoria of chocolate" all in one beverage. Of the six commonly used stimulants in the world: coffee, tea, kola nut, cocoa and guarana, yerba mate triumphs as the most balanced, delivering both energy and nutrition.

Yerba mate is the national drink of Argentina, Paraguay, Uruguay, and Southern Brazil where it is consumed 6 to 1 over coffee.

Global Yerba Mate key players include Las Mar?as, Amanda, Andresito, Molinos, La Tranquera, etc. Global top five manufacturers hold a share over 35%.

South America is the largest market, with a share over 85%, followed by USA, and Middle East, both have a share over 10 percent.

In terms of product, Normal Yerba Mate is the largest segment, with a share over 90%. And in terms of application, the largest application is Below 18 age, followed by 30-50 age, 18-30 age, Other 50 age.

The Global Info Research report includes an overview of the development of the Yerba

Mate industry chain, the market status of Below 18 age (Normal, Organic), 18-30 age (Normal, Organic), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Yerba Mate.

Regionally, the report analyzes the Yerba Mate markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Yerba Mate market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Yerba Mate market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Yerba Mate industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., Normal, Organic).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Yerba Mate market.

Regional Analysis: The report involves examining the Yerba Mate market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Yerba Mate market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Yerba Mate:

Company Analysis: Report covers individual Yerba Mate manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Yerba Mate. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Below 18 age, 18-30 age).

Technology Analysis: Report covers specific technologies relevant to Yerba Mate. It assesses the current state, advancements, and potential future developments in Yerba Mate areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Yerba Mate market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Yerba Mate market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Normal

Organic

Market segment by Application

Below 18 age

18-30 age

30-50 age

Over 50 age

Major players covered

Las Mar?as

Amanda

Andresito

Molinos

Canarias

La Tranquera

Playadito

Santo Pip?

Lauro Raatz

Bar?o

Aguantadora

Kraus Yerba Mate

CBSe

Romance

Rosamonte

Selecta

La Virginia

Triunfo

Mate Factor

Wisdom Natural

ECOTEAS

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 Yerba Mate product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Yerba Mate, with price, sales, revenue and global market share of Yerba Mate from 2019 to 2024.

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

Chapter 4, the Yerba Mate breakdown data are shown at the regional level, to show the

sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Yerba Mate market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Yerba Mate.

Chapter 14 and 15, to describe Yerba Mate sales channel, distributors, customers, research findings and conclusion.

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