

# **Fruit Tea Market Size, Share & Trends Analysis Report By Product (Conventional, Organic), By Distribution Channel (Offline, Online), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2020 - 2027**

<https://marketpublishers.com/r/FB8B538B1425EN.html>

Date: March 2020

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: FB8B538B1425EN

## **Abstracts**

The global fruit tea market size is expected to reach USD 5.1 billion by 2027, expanding at a CAGR of 9.6% over the forecast period, according to a new report by Grand View Research, Inc. Shifting preference of consumers toward healthy and caffeine-free beverages is boosting the demand for the product across the world. Fruits teas have become a popular out-of-home beverage among health-conscious consumers and are gaining more traction as compared to the traditional black tea.

In terms of product, the conventional segment accounted for over 80% of the market share in 2019. The dominance of this segment is majorly attributed to its affordability and easy availability. However, the organic product segment is projected to expand at the fastest growth rate over the forecast period owing to rising number of health-conscious consumers.

Considering the growing demand for organic products, manufacturers are introducing new products in order to tap the emerging market. For instance, in October 2019, Hain Celestial launched an organic wellness product, TeaWell, which includes delicious flavors with health benefits. These products are available in different fruit flavors including elderberry, grape, and lemon, which enhance immunity and wellbeing of the consumers. In addition, global food and beverage companies such as Nestlé and Coca-Cola are also entering the market with organic product lines in order to appeal to the consumers.

North America is anticipated to expand at the fastest CAGR of 10.5% from 2020 to 2027. Increasing popularity of the product in U.S. and Canada has widened the opportunity of manufacturers in the region. As a result, in June 2018, Unilever's Lipton brand introduced two new flavors, watermelon and mango, under its fruit-infused iced tea bags for U.S. consumers.

The key competitors in the fruit tea market include R. Twining and Company Limited, Stash Tea, The Bigelow Tea Company, Dilmah Ceylon Tea Company PLC, TIESTA TEA, and Bettys & Taylors of Harrogate Ltd. The companies are launching innovative products in order to expand their business and gain a competitive edge in the market.

Further key findings from the report suggest:

North America is expected to witness fastest CAGR from 2020 to 2027 in light of growing demand for healthy beverages among millennials in U.S. and Canada

Asia Pacific dominated the fruit tea market in 2019, accounting for more than 35% share of the global revenue. This dominance is attributed to increased popularity of these products as healthy drinks among consumers in countries including China and Taiwan

Online distribution channel is expected register a CAGR of 10.6% from 2020 to 2027 owing to it rising popularity for providing extra-convenience and easy access of products to the consumers

Major players in the market include Harney & Sons Fine Teas, R. Twining and Company Limited, Tata Consumer Products, Hain Celestial, Stash Tea, and Unilever. New product development is expected to remain as a critical success factor for the industry players.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

### **CHAPTER 3. FRUIT TEA MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis – Porter's
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power
    - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Fruit Tea Market
- 3.7. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. FRUIT TEA MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Product Movement Analysis & Market Share, 2019 & 2027
- 5.2. Conventional
  - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Organic
  - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 6. FRUIT TEA MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 6.2. Offline
  - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. Online
  - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 7. FRUIT TEA MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 7.2. North America
  - 7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 7.2.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
  - 7.2.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
  - 7.2.4. U.S.
    - 7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 7.3. Europe

7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.3.5. U.K.

7.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.4.4. China

7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.4.5. Taiwan

7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.5.4. Argentina

7.5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.6. Middle East & Africa (MEA)

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.6.4. Turkey

7.6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

## **CHAPTER 8. COMPETITIVE ANALYSIS**

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

## **CHAPTER 9. COMPANY PROFILES**

9.1. Harney & Sons Fine Teas

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. R. Twining and Company Limited

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Product Benchmarking

9.2.4. Strategic Initiatives

9.3. Tata Consumer Products

9.3.1. Company Overview

9.3.2. Financial Performance

9.3.3. Product Benchmarking

- 9.3.4. Strategic Initiatives
- 9.4. Hain Celestial
  - 9.4.1. Company Overview
  - 9.4.2. Financial Performance
  - 9.4.3. Product Benchmarking
  - 9.4.4. Strategic Initiatives
- 9.5. Stash Tea
  - 9.5.1. Company Overview
  - 9.5.2. Financial Performance
  - 9.5.3. Product Benchmarking
  - 9.5.4. Strategic Initiatives
- 9.6. Unilever
  - 9.6.1. Company Overview
  - 9.6.2. Financial Performance
  - 9.6.3. Product Benchmarking
  - 9.6.4. Strategic Initiatives
- 9.7. The Bigelow Tea Company
  - 9.7.1. Company Overview
  - 9.7.2. Financial Performance
  - 9.7.3. Product Benchmarking
  - 9.7.4. Strategic Initiatives
- 9.8. Dilmah Ceylon Tea Company PLC
  - 9.8.1. Company Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Product Benchmarking
  - 9.8.4. Strategic Initiatives
- 9.9. TIESTA TEA
  - 9.9.1. Company Overview
  - 9.9.2. Financial Performance
  - 9.9.3. Product Benchmarking
  - 9.9.4. Strategic Initiatives
- 9.10. Bettys & Taylors of Harrogate Ltd.
  - 9.10.1. Company Overview
  - 9.10.2. Financial Performance
  - 9.10.3. Product Benchmarking
  - 9.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Fruit tea - Key market driver analysis
2. Fruit tea - Key market restraint analysis
3. Global conventional fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
4. Global organic tea market estimates and forecast, 2016 - 2027 (USD Million)
5. Global fruit tea market estimates and forecast through offline, 2016 - 2027 (USD Million)
6. Global fruit tea market estimates and forecast through online, 2016 - 2027 (USD Million)
7. North America fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
8. North America fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
9. North America fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
10. U.S. fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
11. U.S. fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
12. U.S. fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
13. Europe fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
14. Europe fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
15. Europe fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
16. Germany fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
17. Germany fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
18. Germany fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
19. U.K. fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
20. U.K. fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
21. U.K. fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
22. Asia Pacific fruit tea market estimates and forecast, 2016 - 2027 (USD Million)



23. Asia Pacific fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
24. Asia Pacific fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
25. China fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
26. China fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
27. China fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
28. Taiwan fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
29. Taiwan fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
30. Taiwan fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
31. Central & South America fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
32. Central & South America fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
33. Central & South America fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
34. Argentina fruit tea market estimates and forecast, 2016 - 2027 (USD Million)
35. Argentina fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
36. Argentina fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
37. MEA fruit tea market estimates and forecast, 2016- 2027 (USD Million)
38. MEA fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
39. MEA fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
40. Turkey fruit tea market estimates and forecast, 2016- 2027 (USD Million)
41. Turkey fruit tea market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
42. Turkey fruit tea market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
43. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Fruit tea market snapshot
2. Fruit tea market segmentation & scope
3. Fruit tea market penetration & growth prospect mapping
4. Fruit tea value chain analysis
5. Fruit tea market dynamics
6. Fruit tea market Porter's analysis
7. Fruit tea market: Product movement analysis
8. Fruit tea market: Distribution channel movement analysis
9. Fruit tea market: Regional movement analysis

## I would like to order

Product name: Fruit Tea Market Size, Share & Trends Analysis Report By Product (Conventional, Organic), By Distribution Channel (Offline, Online), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2020 - 2027

Product link: <https://marketpublishers.com/r/FB8B538B1425EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FB8B538B1425EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970