

Slimming Tea Market Size, Share & Trends Analysis Report By Product (Green Tea, Herbal Tea, Black Tea), By Distribution Channel (Hypermarkets & Supermarkets, Online, Convenience Stores), By Region, And Segment Forecasts, 2021 - 2028

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Abstracts

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Slimming Tea Market Growth & Trends

The global slimming tea market size is expected to reach USD 12.68 billion by 2028, based on a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 6.5% from 2021 to 2028. The availability of teas in several flavors like peach mango, lemon, peppermint, and ginger is attracting consumers. Additionally, several studies showcasing the role of wellness and slimming teas have increased the product demand in the past years. Post pandemic, several consumers are opting for immune-boosting ingredients in their beverages, which, in turn, is supporting the market growth.

The Covid-19 pandemic has impacted the tea sector during the pandemic, various regions of the world were under lockdown. As per the Economist Intelligence Unit (EIU), the tea industry consumption during 2020 increased by 1.5% and is estimated to pick up the pace by 3.5% during 2021-2022. During the lockdown, the consumption of tea at home increased as customers were eager to try different teas in this period.

Overall, the slimming tea industry is booming as several players in the industry are expanding their businesses and introducing products in the market to increase profitability. The growing demand for healthy beverages, coupled with the demand for natural ingredients like ginger, lemon, and mint, is anticipated to attract the health-

conscious population, thereby fueling the market growth in the forecast period.

Slimming Tea Market Report Highlights

Based on product, the green tea segment held the largest share of more than 30.0% in 2020 owing to the rising awareness regarding healthy beverages among consumers

In 2020, Asia Pacific held the largest revenue share owing to a rise in disposable income, advancements in logistics and packaging, and increasing demand for innovative flavors

Europe is anticipated to witness the fastest growth from 2021 to 2028. The growing demand for herbal and fruit-based teas is driving the demand for slimming tea in the region. According to the Ministry of Foreign Affairs, in the U.K., imports for black tea have depicted a yearly decrease of nearly 4% since 2011, while green tea imports have seen an increase of about 6%

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