

# Green Tea Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/G972483BA24AEN.html>

Date: January 2023

Pages: 110

Price: US\$ 2,499.00 (Single User License)

ID: G972483BA24AEN

## Abstracts

The global green tea market size reached US\$ 15.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 22.2 Billion by 2028, exhibiting a growth rate (CAGR) of 6.5% during 2023-2028.

Green tea, made from the unoxidized leaves of *Camellia sinensis*, is a pale green beverage with a slightly bitter taste. It was traditionally employed as a medicine in China and India for easing digestion, regulating body temperature, improving heart and mental health, controlling bleeding, and healing wounds. On account of altering lifestyles of consumers, increasing prevalence of chronic diseases and rising awareness about the health benefits of green tea, it is becoming one of the preferred beverages across the globe. In addition to this, green tea is widely used as a raw material in the production of beverages, dietary supplements, dental care items and cosmetic products.

### Global Green Tea Market Drivers:

Green tea contains bioactive substances, such as caffeine and polyphenols, which assist in breaking down fat cells and discharging them into the circulatory system, thereby resulting in weight loss. Due to the increasing consumer tendency of spending on weight management products, the demand for green tea is proliferating across the globe. Green tea also helps in decreasing cholesterol and triglyceride levels and lowering the chances of heart attacks. Further, regular consumption of green tea provides cavity protection, lowers acidity of saliva, reduces the development of plaque and prevents oral bacteria from producing tooth enamel-dissolving acids. Some of the other key factors driving the demand of green tea include rising health consciousness, value addition, strong growth of online retail, etc.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global green tea market report, along with forecasts at the global and regional from 2023-2028. Our report has categorized the market based on type, flavour and distribution channel.

#### Breakup by Type:

- Green Tea Bags
- Green Tea Instant Mixes
- Iced Green Tea
- Loose Leaf
- Capsules
- Others

#### Breakup by Flavour:

- Lemon
- Aloe Vera
- Cinnamon
- Vanilla
- Wild Berry
- Jasmin
- Basil
- Others

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Convenience Stores
- Online Stores
- Others

#### Regional Insights:

- Asia Pacific
- North America
- Europe
- Middle East and Africa

## Latin America

Region-wise, Asia Pacific is the biggest market for green tea, accounting for the majority of the global share.

### Competitive Landscape:

The global green tea market consists of numerous small and large manufacturers.

Some of the leading players operating in the market are:

AMORE Pacific Corp  
Arizona Beverage Company  
Associated British Foods LLC  
The Coca-Cola Company  
Tata Global Beverages  
Unilever  
Cape Natural Tea Products  
Celestial Seasonings  
Finlays Beverages Ltd.  
Frontier Natural Products Co-Op.  
Hambleton Herbs  
Hankook Tea  
Honest Tea, Inc.  
ITO EN  
Kirin Beverage Corp.  
Metropolitan Tea Company  
Northern Tea Merchants Ltd  
Numi Organic Tea  
Oishi Group Plc.  
Oregon Chai Inc.  
Yogi Tea

### Key Questions Answered in This Report

1. What was the size of the global green tea market in 2022?
2. What is the expected growth rate of the global green tea market during 2023-2028?
3. What has been the impact of COVID-19 on the global green tea market?
4. What are the key factors driving the global green tea market?
5. What is the breakup of the global green tea market based on the type?
6. What is the breakup of the global green tea market based on the flavor?
7. What is the breakup of the global green tea market based on the distribution

channel?

8. What are the key regions in the global green tea market?

9. Who are the key players/companies in the global green tea market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL GREEN TEA MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Type
- 5.5 Market Breakup by Flavour
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Region
- 5.8 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

- 6.1 Green Tea Bags
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast

## 6.2 Green Tea Instant Mixes

### 6.2.1 Market Trends

### 6.2.2 Market Forecast

## 6.3 Iced Green Tea

### 6.3.1 Market Trends

### 6.3.2 Market Forecast

## 6.4 Loose Leaf

### 6.4.1 Market Trends

### 6.4.2 Market Forecast

## 6.5 Capsules

### 6.5.1 Market Trends

### 6.5.2 Market Forecast

## 6.6 Others

### 6.6.1 Market Trends

### 6.6.2 Market Forecast

## **7 MARKET BREAKUP BY FLAVOUR**

### 7.1 Lemon

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Aloe Vera

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

### 7.3 Cinnamon

#### 7.3.1 Market Trends

#### 7.3.2 Market Forecast

### 7.4 Vanilla

#### 7.4.1 Market Trends

#### 7.4.2 Market Forecast

### 7.5 Wild Berry

#### 7.5.1 Market Trends

#### 7.5.2 Market Forecast

### 7.6 Jasmin

#### 7.6.1 Market Trends

#### 7.6.2 Market Forecast

### 7.7 Basil

#### 7.7.1 Market Trends

#### 7.7.2 Market Forecast

## 7.8 Others

### 7.8.1 Market Trends

### 7.8.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 8.1 Supermarkets and Hypermarkets

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Specialty Stores

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Convenience Stores

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

### 8.4 Online Stores

#### 8.4.1 Market Trends

#### 8.4.2 Market Forecast

### 8.5 Others

#### 8.5.1 Market Trends

#### 8.5.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

### 9.1 Asia Pacific

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 North America

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Europe

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Middle East and Africa

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

### 9.5 Latin America

#### 9.5.1 Market Trends

#### 9.5.2 Market Forecast

## **10 GLOBAL GREEN TEA INDUSTRY: SWOT ANALYSIS**

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

## **11 GLOBAL GREEN TEA INDUSTRY: VALUE CHAIN ANALYSIS**

- 11.1 Overview
- 11.2 Producers
- 11.3 Processing
- 11.4 Trade
- 11.5 Manufacturers
- 11.6 Retail
- 11.7 Consumers

## **12 GLOBAL GREEN TEA INDUSTRY: PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 GLOBAL GREEN TEA INDUSTRY: PRICE ANALYSIS**

- 13.1 Price Indicators
- 13.2 Price Structure
- 13.3 Margin Analysis

## **14 GREEN TEA MANUFACTURING PROCESS**

- 14.1 Product Overview
- 14.2 Raw Material Requirements
- 14.3 Manufacturing Process



## 14.4 Key Success and Risk Factors

## **15 COMPETITIVE LANDSCAPE**

### 15.1 Market Structure

### 15.2 Key Players

### 15.3 Profiles of Key Players

15.3.1 AMORE Pacific Corp

15.3.2 Arizona Beverage Company

15.3.3 Associated British Foods LLC

15.3.4 The Coca-Cola Company

15.3.5 Tata Global Beverages

15.3.6 Unilever

15.3.7 Cape Natural Tea Products

15.3.8 Celestial Seasonings

15.3.9 Finlays Beverages Ltd.

15.3.10 Frontier Natural Products Co-Op.

15.3.11 Hambleton Herbs

15.3.12 Hankook Tea

15.3.13 Honest Tea, Inc.

15.3.14 ITO EN

15.3.15 Kirin Beverage Corp.

15.3.16 Metropolitan Tea Company

15.3.17 Northern Tea Merchants Ltd

15.3.18 Numi Organic Tea

15.3.19 Oishi Group Plc.

15.3.20 Oregon Chai Inc.

15.3.21 Yogi Tea

## List Of Tables

### LIST OF TABLES

- Table 1: Global: Green Tea Market: Key Industry Highlights, 2022 and 2028
- Table 2: Global: Green Tea Market Forecast: Breakup by Type (in Million US\$), 2023-2028
- Table 3: Global: Green Tea Market Forecast: Breakup by Flavour (in Million US\$), 2023-2028
- Table 4: Global: Green Tea Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028
- Table 5: Global: Green Tea Market Forecast: Breakup by Region (in Million US\$), 2023-2028
- Table 6: Green Tea: Raw Material Requirements
- Table 7: Global: Green Tea Market Structure
- Table 8: Global: Green Tea Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Green Tea Market: Major Drivers and Challenges
- Figure 2: Global: Green Tea Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Green Tea Market: Breakup by Type (in %), 2022
- Figure 4: Global: Green Tea Market: Breakup by Flavour (in %), 2022
- Figure 5: Global: Green Tea Market: Breakup by Distribution Channel (in %), 2022
- Figure 6: Global: Green Tea Market: Breakup by Region (in %), 2022
- Figure 7: Global: Green Tea Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 8: Global: Green Tea Industry: SWOT Analysis
- Figure 9: Global: Green Tea Industry: Value Chain Analysis
- Figure 10: Global: Green Tea Industry: Porter's Five Forces Analysis
- Figure 11: Global: Green Tea (Green Tea Bags) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 12: Global: Green Tea (Green Tea Bags) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 13: Global: Green Tea (Green Tea Instant Mixes) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 14: Global: Green Tea (Green Tea Instant Mixes) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 15: Global: Green Tea (Iced Green Tea) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 16: Global: Green Tea (Iced Green Tea) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 17: Global: Green Tea (Loose Leaf) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 18: Global: Green Tea (Loose Leaf) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 19: Global: Green Tea (Capsules) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 20: Global: Green Tea (Capsules) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 21: Global: Green Tea (Other Types) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 22: Global: Green Tea (Other Types) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 23: Global: Green Tea (Lemon) Market: Sales Value (in Million US\$), 2017 &

2022

Figure 24: Global: Green Tea (Lemon) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Green Tea (Aloe Vera) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Green Tea (Aloe Vera) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Green Tea (Cinnamon) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Green Tea (Cinnamon) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Green Tea (Vanilla) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Green Tea (Vanilla) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Green Tea (Wild Berry) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Green Tea (Wild Berry) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Green Tea (Jasmin) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Green Tea (Jasmin) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Green Tea (Basil) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Green Tea (Basil) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Green Tea (Other Flavours) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Green Tea (Other Flavours) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Global: Green Tea Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 40: Global: Green Tea Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 41: Global: Green Tea Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022

Figure 42: Global: Green Tea Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 43: Global: Green Tea Market: Sales through Convenience Stores (in Million

US\$), 2017 & 2022

Figure 44: Global: Green Tea Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 45: Global: Green Tea Market: Online Stores (in Million US\$), 2017 & 2022

Figure 46: Global: Green Tea Market Forecast: Online Stores (in Million US\$), 2023-2028

Figure 47: Global: Green Tea Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 48: Global: Green Tea Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 49: Asia Pacific: Green Tea Market: Sales Value (In Million US\$), 2017 & 2022

Figure 50: Asia Pacific: Green Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: North America: Green Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: North America: Green Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Europe: Green Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Europe: Green Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Middle East and Africa: Green Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Middle East and Africa: Green Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Latin America: Green Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Latin America: Green Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Green Tea Manufacturing: Process Flow

## I would like to order

Product name: Green Tea Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/G972483BA24AEN.html>

Price: US\$ 2,499.00 (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/G972483BA24AEN.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

