

Tea Market Report by Product Type (Green Tea, Black Tea, Oolong Tea, and Others), Packaging (Plastic Containers, Loose Tea, Paper Boards, Aluminium Tin, Tea Bags, and Others), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online, and Others), Application (Residential, Commercial), and Region 2024-2032

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Abstracts

The global tea market size reached US\$ 24.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 37.4 Billion by 2032, exhibiting a growth rate (CAGR) of 4.7% during 2024-2032. The increasing consumer awareness of tea's health benefits, rapidly changing lifestyles, surging demand for convenience, growing preference toward sustainability and ethical sourcing practices, burgeoning globalization, and expansion of e-commerce sector, and easy product availability in retail stores are some of the factors accelerating the market growth.

Tea Market Analysis:

Market Growth and Size: The global tea market continues to witness robust growth, due to increasing health awareness and a preference for natural beverages. Moreover, the market size is expanding with a surge in demand for diverse tea varieties, including herbal and functional teas, reflecting a shift towards healthier beverage choices.

Major Market Drivers: The major market drivers include the rising demand for tea-based cocktails and innovations in tea mixology, marketing strategies promoting tea as an immunity booster, growing popularity of tea subscription services and online tea communities, and expansion of tea cafes and specialized tea shops.

Technological Advancements: Technology plays a pivotal role in enhancing tea production, quality control, and marketing. Innovations in tea processing and packaging

methods have led to increased product shelf life and convenience for consumers.

Industry Applications: The tea industry extends beyond traditional brewing, with applications in cosmetics, pharmaceuticals, and the culinary arts, where tea is used as an ingredient in various recipes. It also finds diverse applications beyond traditional beverage consumption, including in the food industry for flavor infusion, and in the beauty and wellness sectors for its skincare and relaxation properties.

Key Market Trends: Increased focus on terroir and regional tea characteristics, rise of tea tourism and experiential tea tastings, development of health-focused tea blends targeting specific health benefits, incorporation of biodegradable tea bags and eco-friendly packaging, emergence of rare and aged teas as collector's items, and expansion of premium tea lounges in urban centers are some of the key market trends.

Geographical Trends: China continues to lead the global tea market due to its extensive tea cultivation and export activities. Furthermore, the popularity of specialty and premium teas is on the rise in other regions which is contributing to the overall expansion of the market.

Competitive Landscape: The tea market is highly competitive, with both established brands and newer entrants vying for market share. Companies are differentiating through innovative products, branding, and sustainable practices.

Challenges and Opportunities: Challenges include climate change impacts on tea cultivation, fluctuating prices, and sustainability concerns. Opportunities lie in catering to health-conscious consumers, expanding into emerging markets, and innovating with unique tea products and experiences.

Tea Market Trends:

Surging consumer awareness regarding tea's health benefits

Consumer awareness regarding the health benefits of tea is a pivotal driver in the global tea market. With a growing emphasis on health-conscious choices, consumers are increasingly drawn to tea due to its perceived natural and wellness-promoting attributes. The rich antioxidants found in tea varieties, such as green tea and herbal infusions, make it an appealing choice for those seeking health benefits in their beverages. As this awareness continues to rise, the demand for tea as a health-conscious option is expected to expand further. In line with this, market players are actively capitalizing on this trend by highlighting these advantages in their marketing campaigns and product portfolios, thereby contributing to the overall growth of the global tea market.

Changing lifestyles and convenience

The global tea market is significantly shaped by evolving consumer lifestyles and a

pronounced preference for convenience. In line with this, consumers are increasingly seeking hassle-free and rapid beverage solutions, which has led to a surge in demand for ready-to-drink (RTD) tea products that align with their busy schedules. The convenience of being able to grab bottled or canned tea while on the move resonates with the modern lifestyle. Additionally, tea companies are diversifying their RTD tea offerings to cater to this demand for quick, accessible, and convenient tea options, which, in turn, is propelling the growth of the global tea market.

Sustainability and ethical sourcing

Sustainability concerns and ethical sourcing practices are gaining prominence within the global tea market. Consumers are increasingly concerned about the taste and quality of tea, as well as its impact on the environment and ethics. As a result, there is a growing preference for teas that are cultivated sustainably, without causing harm to the environment or exploiting labor. Companies that can demonstrate their commitment to sustainability and ethical sourcing often gain a competitive advantage in the market, as consumers are willing to pay a premium for products that align with their values.

Premiumization and specialty teas

The trend towards premiumization is reshaping the global tea market landscape. Consumers are becoming more discerning, willing to explore, and invest in higher-quality and specialty teas. This shift is fueled by the demand for unique and elevated tea experiences, transcending the conventional tea bags commonly found on store shelves. In line with this, tea companies are focusing their efforts on creating premium tea offerings, often accompanied by compelling storytelling and branding to enhance the overall tea-drinking experience.

Tea Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global and country levels for 2024-2032. Our report has categorized the market based on the product type, packaging, distribution channel, and application.

Breakup by Product Type:

Green Tea

Black Tea

Oolong Tea

Others

Black tea holds the largest share in the industry

The report has provided a detailed breakup and analysis of the market based on the product type. This includes black tea, green tea, oolong tea, and others. According to the report, black tea accounted for the largest market share.

The black tea segment leads the market on account of the increasing preference for bold and robust flavors, making it a popular choice among consumers who enjoy a stronger tea taste. Additionally, the growing awareness of black tea's potential health benefits, such as antioxidants and improved heart health, contributes to its steady demand in the market. Moreover, the versatility of black tea in being a base for various flavored and specialty teas adds to its appeal, appealing to a wide range of consumers with different taste preferences.

On the other hand, the green tea segment is driven by the increasing emphasis on health and wellness, as consumers seek natural and antioxidant-rich beverages. Green tea is well-known for its potential health benefits, including weight management and improved metabolism, making it a preferred choice among health-conscious individuals. Furthermore, the rise of green tea in various culinary applications, including desserts and savory dishes, also fuels the segment growth.

The oolong tea segment is driven by its unique flavor profile, falling between black and green teas in terms of oxidation. Oolong tea's distinct taste, ranging from floral and fruity to woody and roasted, appeals to consumers seeking a diverse tea experience. Oolong tea is often considered a connoisseur's choice, attracting those interested in exploring the nuances of tea flavor.

In the others segment, factors driving growth include surging demand for herbal and fruit infusions due to consumers seeking caffeine-free and naturally flavored options, often for their perceived health benefits.

Breakup by Packaging:

Plastic Containers

Loose Tea

Paper Boards

Aluminium Tin

Tea Bags
Others

Paper boards represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the packaging. This includes plastic containers, loose tea, paper boards, aluminium tin, tea bags and others. According to the report, paper boards accounted for the largest market share.

The paper boards segment is influenced by escalating environmental concerns and the preference for eco-friendly packaging solutions. Paperboard materials are biodegradable and recyclable, aligning with consumers' growing sustainability consciousness.

The plastic containers segment is driven by the increasing demand for convenience and durability in tea packaging. Plastic containers offer airtight sealing and easy storage, ensuring the tea's freshness is preserved for an extended period.

In contrast, the loose tea segment is fueled by consumers' desire for customization and sustainability. Loose tea allows tea enthusiasts to select and measure their preferred quantity, reducing packaging waste and offering a more authentic tea experience.

In the case of the aluminum tin segment, its popularity is attributed to its ability to protect tea leaves from light, moisture, and air, maintaining tea freshness and flavor. Tea bags continue to thrive due to their convenience, especially in terms of portion control and ease of brewing.

The other segments in the tea packaging industry are influenced by innovation, offering unique and specialized packaging solutions to cater to different consumer preferences, such as compostable packaging, decorative collectible tins, or innovative pouch designs.

Breakup by Distribution Channel:

Supermarkets/Hypermarkets
Specialty Stores
Convenience Stores
Online

Others

Supermarkets/hypermarkets holds the largest share in the industry

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets/hypermarkets, specialty stores, convenience stores, online, and others. According to the report, supermarkets/hypermarkets accounted for the largest market share.

The supermarkets and hypermarkets segment is driven by the increasing consumer preference for one-stop shopping destinations that offer a wide variety of products under a single roof. They leverage their massive store spaces to provide a diverse range of goods, including groceries, household items, and electronics, all in a convenient and accessible manner. Moreover, they often employ bulk-purchasing strategies, enabling cost-effective pricing for consumers, and invest in extensive marketing campaigns to draw in customers.

The specialty stores segment thrives due to the growing demand for niche and unique products. These outlets cater to consumers seeking specialized items that may not be readily available in larger retail formats. Whether it's gourmet foods, artisanal crafts, or high-end fashion, specialty stores excel in offering curated selections that appeal to distinct tastes and preferences.

The convenience stores segment is driven by the premise of providing accessibility and convenience to consumers, often 24/7. They are driven by the need for quick and easy purchases, typically focusing on essential items such as snacks, beverages, and basic groceries.

The online retail segment, representing the e-commerce segment, is experiencing rapid growth, primarily fueled by the digital age and technological advancements. Consumers are increasingly drawn to the convenience of shopping from the comfort of their homes or on-the-go via smartphones. The online segment leverages data-driven recommendations, extensive product catalogs, and efficient logistics to provide a seamless shopping experience.

Moreover, the others segment encompasses a diverse array of retail formats, including discount stores, warehouse clubs, and direct-to-consumer brands. Each of these segments has its unique value proposition and caters to specific consumer needs.

Breakup by Application:

Residential
Commercial

Residential represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the application. This includes residential and commercial. According to the report, residential accounted for the largest market share.

The residential segment is driven by the increasing consumer awareness of the health benefits associated with tea consumption. As more individuals seek natural and wellness-promoting beverages, tea's rich antioxidants and potential health advantages have made it a popular choice for households. Additionally, the convenience of preparing tea at home aligns with busy lifestyles, further boosting its demand in residential settings.

In contrast, the commercial segment is primarily driven by the growing trend of tea as a versatile beverage in various foodservice establishments. The proliferation of cafes, restaurants, and tea shops has created a substantial demand for tea as both a traditional and innovative menu option. The commercial segment is also influenced by the rising popularity of tea-based cocktails and specialty beverages, offering a broader range of tea experiences to consumers when dining out.

Breakup by Region:

China
India
Kenya
Sri Lanka
Turkey
Vietnam
Others

China leads the market, accounting for the largest tea market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include China, India, Kenya, Sri Lanka, Turkey, Vietnam, and

others. According to the report, China accounted for the largest market share.

The Chinese tea market is primarily driven by a resurgence in traditional tea culture and a burgeoning demand for premium tea varieties, notably green and white teas. China's reputation as one of the world's leading tea producers further fuels the market growth. The country's commitment to tea exports and its diverse range of tea offerings, including renowned options like Longjing and Tie Guan Yin, cater to both domestic and international tastes.

In India, the tea market experiences strong growth driven by its status as one of the globe's largest tea producers and the growing consumption of tea as a staple beverage. The country offers an array of distinctive teas, such as Assam, Darjeeling, and Nilgiri, satisfying a wide spectrum of preferences. With tea deeply ingrained in Indian culture, its market continues to thrive as consumers embrace both traditional blends and modern innovations.

Kenya's tea market is propelled by its expanding production of black tea and its pivotal role as a significant agricultural export. The country's focus on producing high-quality black teas has positioned it as a key player in the global tea industry.

Sri Lanka's tea market is characterized by its rich history of tea cultivation, especially Ceylon tea. The country's emphasis on quality and the unique flavor profiles of its teas drives its market.

Turkey's tea market is deeply influenced by the popularity of traditional Turkish tea. It is an integral part of Turkish culture and social life. The unique brewing method and strong, black tea flavor are cherished by the Turkish population, making Turkey a unique market in the global tea industry.

The tea market in Vietnam is on the rise, driven by the increasing production of green tea. Vietnam is emerging as a notable green tea producer, capitalizing on its agricultural capabilities. As consumers seek healthier beverage options, the demand for green tea continues to grow, positioning Vietnam as a key player in the global green tea market.

Leading Key Players in the Tea Industry:

The key players in the global tea market are actively engaged in various strategies to maintain and expand their market presence. They are focusing on product diversification and innovation, introducing new tea blends, flavors, and packaging formats to cater to evolving consumer preferences. Sustainability is a significant priority

for these players, with initiatives aimed at reducing their environmental footprint, implementing ethical sourcing practices, and obtaining certifications that reflect their commitment to sustainability. Moreover, marketing efforts are increasingly geared towards promoting the health benefits of tea consumption, leveraging the growing health-conscious consumer base. Collaborations and partnerships are common, allowing tea companies to access new markets and distribution channels. E-commerce and digital marketing have become crucial tools for reaching a wider audience and enhancing customer engagement.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Associated British Foods Plc
Barry's Tea
Taetea Group
Tata Consumer Products Limited (Tata Group)
Unilever

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

In May 2021: Tata Consumer Products announced the acquisition of a 100% stake in Kottaram Agro Foods, a company known for its herbal tea brand "Soulfull, to expand Tata's presence in the health and wellness tea segment, aligning with the growing consumer demand for functional and natural teas.

In March 2021: Unilever announced the launch of "Lipton Cold Brew," a ready-to-drink (RTD) iced tea product available in select markets. The product catered to the evolving preferences of consumers seeking convenient and refreshing beverage options.

In January 2021: Taetea Group introduced a new line of premium pu-erh teas, known for their unique fermentation process and rich flavors. It aimed to capitalize on the growing demand for specialty teas and cater to tea connoisseurs both domestically and internationally.

Key Questions Answered in This Report

1. What was the size of the global tea market in 2023?
2. What is the expected growth rate of the global tea market during 2024-2032?
3. What are the key factors driving the global tea market?

4. What has been the impact of COVID-19 on the global tea market?
5. What is the breakup of the global tea market based on the product type?
6. What is the breakup of the global tea market based on the packaging?
7. What is the breakup of the global tea market based on the distribution channel?
8. What is the breakup of the global tea market based on the application?
9. What are the key regions in the global tea market?
10. Who are the key players/companies in the global tea market?

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