

# **Tea Polyphenols Market Report by Product Type (Green Tea Polyphenols, Oolong Tea Polyphenols, Black Tea Polyphenols, and Others), Application (Functional Beverages, Functional Food, Dietary Supplements, and Others), Distribution Channel (Mass Retailers, Direct Selling, Online Retailers, and Others), and Region 2024-2032**

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## **Abstracts**

The global tea polyphenols market size reached US\$ 443.8 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 817.2 Million by 2032, exhibiting a growth rate (CAGR) of 6.8% during 2024-2032. The shifting consumer preference for natural and healthy food and beverage products, the rising consumer awareness regarding the health benefits of tea, and the expanding product utilization in the nutraceutical and cosmetic sectors represent some of the key factors driving the market.

The growing demand for natural health products.

Tea polyphenols are compounds that are naturally found in tea and are known to have strong antioxidant properties. These compounds help to reduce the risk of certain diseases and promote overall health and well-being. The health benefits of tea polyphenols have been widely publicized and studied, leading to an increased demand for these compounds. In addition to this, with the rising prevalence of numerous chronic diseases caused by changing lifestyles and dietary habits, consumers are looking to incorporate natural and healthy products and supplements in their diets, which is creating a positive outlook for the tea polyphenols market. Moreover, the escalating health consciousness and consumer concerns about the side effects of synthetic

ingredients are aiding in market expansion. Apart from this, the surging demand for functional beverages with rich nutritional profiles, such as green, black, or oolong tea, is acting as another growth-inducing factor.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is consolidated in nature due to the presence of numerous regional and international market players and the emergence of small and medium-sized companies. However, the volume of new entrants in the tea polyphenols industry is low due to the strong position of leading market players with the majority of market shares, low product differentiation, and switching costs.

### What are Tea Polyphenols?

Tea polyphenols are natural compounds found in tea leaves, particularly in green tea. They are a type of flavonoid, which is a class of plant-derived compounds known for their antioxidant properties. The main types of tea polyphenols found in tea leaves are epicatechin (EC), epicatechin gallate (ECG), epigallocatechin (EGC), and epigallocatechin gallate (EGCG). Tea polyphenols exhibit antioxidant, anti-inflammatory, anti-cancer, and anti-diabetic properties. They work by neutralizing free radicals in the body, which can damage cells and contribute to chronic diseases. Moreover, they also offer numerous health benefits such as improved blood vessel function, blood pressure regulation, and reduced risks of cardiovascular disorders (CVDs), cancer, and stroke. On account of these properties, they are broadly used as a fundamental ingredient in dietary supplements, organic colors, cosmetics, and food and beverage (F&B) products.

### COVID-19 Impact:

The Covid-19 outbreak has had a significant negative impact on the tea polyphenols market due to the disruption of global supply chains. The pandemic has caused a scarcity of raw materials used in the production of tea polyphenols, resulting in a reduced supply and higher prices. Moreover, the limited road movement and restrictions on international trade have impacted deliveries of raw materials as well as final products to the end-consumers, which hampered the market growth. Concurrent with this, the outbreak has caused a decrease in demand as people are forced to stay at home. This has resulted in a decline in sales, leading to a subsequent drop in profits for tea polyphenol manufacturers. In addition to this, during the lockdown, many companies were forced to reduce their marketing budgets or cancel campaigns altogether due to

the uncertain economic environment, which resulted in a decrease in brand awareness and overall product sales. This has a detrimental impact on industry expansion.

#### Tea Polyphenols Market Trends:

The increasing prevalence of chronic diseases, such as obesity, cardiovascular diseases (CVDs), and diabetes, due to sedentary lifestyles and unhealthy eating habits of consumers around the globe. However, with the escalating awareness of health and wellness, people are shifting towards more nutritious diets and adopting an active lifestyle, which is driving the demand for healthier alternatives to traditional beverages, such as tea, and aiding in the growth of the tea polyphenols market. In addition to this, the widespread product adoption as they are a rich source of epigallocatechin gallate (EGCG) and dietary fibers that exhibit anti-inflammatory, antimicrobial, and antineoplastic properties, which aid in improving metabolism and weight management, which is creating a positive outlook for market growth. Moreover, the increasing product utilization in the manufacturing of ready-to-drink (RTD) teas, dietary supplements, nutraceuticals, and functional beverages, is presenting remunerative growth opportunities for the market. Concurrent with this, the increasing use of tea polyphenols in producing various personal care and cosmetic products to combat signs of aging, skin darkness, acne, dandruff, and hair loss, is acting as a significant growth-inducing factor. Furthermore, rapid urbanization, the rising geriatric population, inflating disposable income of individuals, the surging adoption of preventative healthcare, and ongoing technological advancements in extraction technologies are positively impacting the market growth.

#### Key Market Segmentation:

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

#### Product Type Insights:

- Green Tea Polyphenols
- Oolong Tea Polyphenols
- Black Tea Polyphenols
- Others

The report has provided a detailed breakup and analysis of the tea polyphenols market

based on the product type. This includes green, oolong, black, and other tea polyphenols. According to the report, green tea polyphenols represented the largest segment due to the growing preference for healthier tea alternatives, such as green varieties. Besides this, largescale product utilization in the manufacturing of various nutraceutical and pharmaceutical products to their various health benefits, such as reducing the risk of several illnesses, including cancer and coronary heart disease is presenting remunerative growth opportunities for the market.

#### Application Insights:

Functional Beverages

Functional Food

Dietary Supplements

Others

A detailed breakup and analysis of the tea polyphenols market based on the application has also been provided in the report. This includes functional beverages, functional food, dietary supplements, and others. According to the report, functional beverages accounted for the largest market share on account of the increasing demand for convenient and healthy beverages. In addition to this, the rising popularity of ready-to-drink (RTD) health drinks as consumers seek on-the-go options is contributing to the market growth. Moreover, the rising prevalence of numerous lifestyle diseases such as obesity, hypertension, and heart disorders are propelling the market forward.

#### Distribution Channel Insights:

Mass Retailers

Direct Selling

Online Retailers

Others

A detailed breakup and analysis of the tea polyphenols market based on the distribution channel has also been provided in the report. This includes mass retailers, direct selling, online retailers, and others. According to the report, mass retailers accounted for the largest market share due to their wide reach and accessibility to consumers. Besides this, the increasing establishment of numerous supermarkets, hypermarkets, and convenience stores that offer broad product diversity is strengthening the market growth. Moreover, rapid urbanization, inflating disposable incomes of individuals, and changing dietary habits are aiding in market expansion.

## Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States, and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and Others), Europe (Germany, France, United Kingdom, Italy, Spain, and Others), Latin America (Brazil, Mexico, and Others), and Middle East and Africa. According to the report, Asia Pacific was the largest market for tea polyphenols. Some of the factors driving the Asia Pacific tea polyphenols market included the increasing demand for natural and organic products, the escalating consumer awareness regarding the potential health benefits of tea, and the rising consumption of functional foods and beverages.

## Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global tea polyphenols market. Some of the companies covered in the report include:

Ajinomoto OmniChem Natural Specialty  
Amax NutraSource Inc.  
DSM  
DuPont-Danisco  
Frutarom Ltd.  
FutureCeuticals  
HERZA Schokolade GMBH & Co. KG  
Indena SpA  
Layn Natural Ingredients Corp  
Naturex  
Seppic  
Tianjin Jianfeng Natural Products

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global tea polyphenols market in 2023?
2. What is the expected growth rate of the global tea polyphenols market during 2024-2032?
3. What are the key factors driving the global tea polyphenols market?
4. What has been the impact of COVID-19 on the global tea polyphenols market?
5. What is the breakup of the global tea polyphenols market based on the product type?
6. What is the breakup of the global tea polyphenols market based on the application?
7. What is the breakup of the global tea polyphenols market based on the distribution channel?
8. What are the key regions in the global tea polyphenols market?
9. Who are the key players/companies in the global tea polyphenols market?

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