

2018-2023 Global Oolong Tea Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Oolong Tea market for 2018-2023.

Oolong is a traditional semi-fermented Chinese tea produced through a process including withering the plant under strong sun and oxidation before curling and twisting. Most oolong teas, especially those of fine quality, involve unique tea plant cultivars that are exclusively used for particular varieties. The degree of fermentation, which varies according to the chosen oxidation duration, can range from 8–85%, depending on the variety and production style. Oolong is especially popular in south China and among Chinese expatriates in Southeast Asia.

Different styles of oolong tea can vary widely in flavor. They can be sweet and fruity with honey aromas, or woody and thick with roasted aromas, or green and fresh with complex aromas, all depending on the horticulture and style of production. Several types of oolong tea, including those produced in the Wuyi Mountains of northern Fujian, such as Da Hong Pao, are among the most famous Chinese teas.

Over the next five years, LPI(LP Information) projects that Oolong Tea will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Oolong Tea market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated

from the sales of the following segments:

Segmentation by product type:

Guangdong

Fujian

Taiwan

Segmentation by application:

Beverage

Nutraceuticals

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

ESP Tea Emporium

The Republic Of Tea

Harney & Sons

Associated British Foods

The Mighty Leaf Tea Company

Tata Global Beverages

Unilever

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Oolong Tea consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Oolong Tea market by identifying its various subsegments.

Focuses on the key global Oolong Tea manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Oolong Tea with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Oolong Tea submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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