

Global Cascara Tea Market Growth 2026-2032

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Abstracts

The global Cascara Tea market size is predicted to grow from US\$ 181 million in 2025 to US\$ 452 million in 2032; it is expected to grow at a CAGR of 13.6% from 2026 to 2032.

Cascara tea refers to a brewed beverage made from the dried skins (exocarp and mesocarp) of ripe coffee cherries – known as cascara, from the Spanish word for ‘peel’ or ‘husk’ – which are a byproduct of wet coffee processing. The skins are cleaned, dried and sometimes lightly roasted to produce a product infused like tea, delivering a sweet, fruity brew with subtle cherry, raisin & honey notes; its caffeine content is roughly one-third that of regular coffee (approx. 0.3-0.8%). Once considered agricultural waste, cascara has emerged as a sustainable value-added ingredient, transforming an environmental burden into a revenue stream for coffee origin countries. The significance of studying this category lies in the fact that the industrialization of cascara directly reflects a region’s ability to move beyond raw commodity export toward full-resource utilization – serving as a benchmark for circular agriculture and the integration of food technology with downstream processing.

Cascara tea is a typical example of transforming agricultural waste into a high-value beverage, offering low caffeine, fruity acidity, and a sustainable story. On pricing, bulk dried cascara trades at USD 8,000-15,000/ton, roasted bagged cascara retails at USD 20-40/kg, while branded ready-to-drink products (e.g., Nestlé’s ‘Naturally Light Cascara’) sell for USD 3-5 per bottle. Margins diverge significantly: large-scale producers benefiting from near-zero raw material cost achieve 60-70% gross margins; small estate brands, with manual sorting and small batches, realize 30-40%; branded RTD products, squeezed by packaging and distribution costs, see 20-30% margins. Downstream primary applications: home brewing accounts for 40-45% of global consumption, cafés & tea shops 25-30%, foodservice (HORECA) 10-15%, ready-to-drink retail 10-15%, others (syrops, concentrates, food ingredients) 5-10%.

Incremental demand is driven by: (i) health trends favoring low-caffeine, antioxidant-rich beverages; (ii) entry of large food corporations (Nestlé, Want Want) boosting category awareness and distribution; (iii) premiumization through 'upcycled' zero-waste branding in Western markets. Landscape: Vietnam's Phuc Sinh and Viet Thao Nhien dominate exports via industrialization and patented technology; Nestlé, with its 'Naturally Light Cascara', is the key driver of mass-market adoption; Colombian and Salvadoran estates supply high-end specialty coffee channels with small volumes but high brand value; Yunnan, China, as the world's largest coffee-growing region, hosts dozens of processors but mainly through OEM and bulk exports, with own-brand presence still nascent. Uncertainties include: cascara is categorized as 'herbal tea substitute' in China without a dedicated national standard, and exports must comply with novel food regulations in destination countries; consumer awareness of 'Cascara' remains low, requiring sustained category education; raw material supply fluctuates with coffee production cycles, causing potential cost and capacity volatility. Conclusion: Cascara tea is a fast-growing new category driven by circular economy principles and health/wellness trends, transforming agricultural waste into a high-margin consumer product. The market structure features concentrated processing in origin countries, fragmented branding, high-end focus in Europe/US, and scaled production in China. Over the next five years, category education and the involvement of large corporations will expand the market, while establishing dedicated quality standards and expanding ready-to-drink distribution channels are the key to industrial upgrading.

LP Information, Inc. (LPI) ' newest research report, the 'Cascara Tea Industry Forecast' looks at past sales and reviews total world Cascara Tea sales in 2025, providing a comprehensive analysis by region and market sector of projected Cascara Tea sales for 2026 through 2032. With Cascara Tea sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cascara Tea industry.

This Insight Report provides a comprehensive analysis of the global Cascara Tea landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cascara Tea portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cascara Tea market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cascara Tea and breaks down the forecast by Type, by

Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cascara Tea.

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

Segmentation by Type:

Unroasted (Dried Only)

Light to Medium Roast

Dark Roast

Segmentation by Form:

Loose Leaf / Whole Fruit

Tea Bag

Powder

Ready-to-Drink (Liquid)

Syrup / Concentrate

Segmentation by Application:

Home Brewing (Hot/Cold)

Café & Tea Shop

Foodservice (HORECA)

RTD Beverage (Retail)

Others

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Nestl?

Phuc Sinh Son La JSC

Viet Thao Nhlen

Yunnan State Farms

Hei Rou Coffee

China Tea

Argote Family Farm

Finca Alcatraz

Finca El Porvenir

Caskai

Reborn Coffee

Alldae

Huskwell

Zabroni

Vuong Thanh Cong

Yunnan Mili Natural Spices

Pu'er Chunsheng

Yunnan Xicao

Manlaojiang

Gaosheng Manor

TeaGlee

Caravela

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cascara Tea market?

What factors are driving Cascara Tea market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cascara Tea market opportunities vary by end market size?

How does Cascara Tea break out by Type, by Application?

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