

# Global Oolong Tea Market Growth 2023-2029

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## Abstracts

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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.

LPI (LP Information)' newest research report, the “Oolong Tea Industry Forecast” looks at past sales and reviews total world Oolong Tea sales in 2022, providing a comprehensive analysis by region and market sector of projected Oolong Tea sales for 2023 through 2029. With Oolong Tea sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Oolong Tea industry.

This Insight Report provides a comprehensive analysis of the global Oolong 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 Oolong Tea portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Oolong Tea market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Oolong 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 Oolong Tea.

The global Oolong Tea market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

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.

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

Market Segmentation:

Segmentation by 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

## 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 analyzing the company's coverage, product portfolio, its market penetration.

ESP Tea Emporium

The Republic Of Tea

Harney & Sons

Associated British Foods

The Mighty Leaf Tea Company

Tata Global Beverages

Unilever

### Key Questions Addressed in this Report

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

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

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

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

How does Oolong Tea break out type, application?

What are the influences of COVID-19 and Russia-Ukraine war?

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