

Green Tea Market in India 2020

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Abstracts

In the past few years, green tea has emerged as a healthy beverage, backed by its perceived health benefits. Regular consumption of green tea is expected to boost the immune system, help maintain body weight, and reduce physical stress. The green tea market in India is expected to reach a value of INR 11.37 Bn by FY 2025, expanding at a CAGR of ~11.59% during the FY 2020–FY 2025 period.

Green tea products are available both in offline stores, as well as online e-commerce portals such as Amazon and Flipkart.

The COVID-19 pandemic has severely impacted tea producers across the world. The green tea market in India suffered huge losses due to stalled imports from China and Iran. Since the nationwide lockdown coincided with the harvest season of the first flush tea, the first tea leaves of the season could not be plucked on time due to lack of manpower, leading to a supply shortage across the country. Logistics constraints due to the lockdown resulted in transportation challenges, which disrupted supply chain. As a result, the price of tea skyrocketed. In July 2020, tea price increased to INR 283.53 per kg year-on-year basis, up from INR 162.09 per kg in July 2019, in Guwahati, Assam.

Market Influencers

Consumers' improved awareness on leading a healthy lifestyle is fueling the growth of the green tea market in India. The prevalence of obesity and cardiovascular diseases has increased the demand for green tea. However, higher price of green tea as compared to black tea and people's lack of awareness regarding green tea as a wellness product is deterring the market growth.

Companies covered

Hindustan Unilever Limited

Tata Consumer Products Limited

Organic India Private Limited

24 Mantra Organic

Typhoo India

Twining and Company Limited

Contents

CHAPTER 1: EXECUTIVE SUMMARY

CHAPTER 2: SOCIO-ECONOMIC INDICATORS

CHAPTER 3: INTRODUCTION

3.1. Market definition and structure

CHAPTER 4: MARKET OVERVIEW

4.1. India green tea market overview

4.2. Green tea market size and growth forecast

CHAPTER 5: COVID-19 IMPACT ANALYSIS

5.1. Consequences of the lockdown on the green tea industry in India

5.2. Impact of the pandemic on green tea exports

5.3. Exploring health benefits of tea to combat COVID-19

CHAPTER 6: TRADE ANALYSIS

6.1. Export of green tea

- Based on value

- Based on volume

6.2. Import of green tea

- Based on value

- Based on volume

CHAPTER 7: MARKET INFLUENCERS

6.1. Key growth drivers of the market

6.2. Key deterrents to the growth of the market

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Hindustan Unilever Limited

Company information

Business description
Products/Services
Key people
Financial snapshot
Key ratios
Key financial performance indicators
Key business segments
Key geographical segments

Note- Financial information covered only for public companies

8.2. Tata Consumer Products Limited

8.3. Organic India Private Limited

8.4. 24 Mantra Organic

8.5. Typhoo India

8.6. Twinning and Company Limited

CHAPTER 9: APPENDIX

9.1. Research methodology

9.2. About Netscribes

9.3. Disclaimer

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