

# Global Green Tea Market Research Report 2016

<https://marketpublishers.com/r/G08273EFA91EN.html>

Date: January 2017

Pages: 127

Price: US\$ 2,999.00 (Single User License)

ID: G08273EFA91EN

## Abstracts

This report studies Green Tea in Global market, especially in North America, Korea, China, Japan, Taiwan and India, focuses on top manufacturers in global market, with capacity, production, price, revenue and market share for each manufacturer, covering

Tazo

Twinning

Tetley

Chamong.

Tzu-The

Yogi Green Tea

Bigelow

Yamamotoyama

Lipton

Maeda-En Tea

Tea Garden Green Oolong Tea

Zhena's Gypsy Tea

Taj Mahal

Organic India

GAIA Green Tea

Stash

Numi Gunpowder Green Tea

Taylors of Harrogate Delicate Green Tea

Tea Forte Gyokuro Green Tea

Harney & Sons Kagoshima

Market Segment by Regions, this report splits Global into several key Regions, with production, consumption, revenue, market share and growth rate of Green Tea in these regions, from 2011 to 2021 (forecast), like

North America

China

Korea

Japan

Taiwan

India

Row

Split by Product Types, with production, revenue, price, market share and growth rate of each type, can be divided into

Tea Bag

Pekoe

Fanning

Split by applications, this report focuses on consumption, market share and growth rate of Green Tea in each application, can be divided into

Residential

Hotel

Restaurant

Cafe & Tea Station

Food Industry

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1 Green Tea Market Overview

1.1 Product Overview and Scope of Green Tea

Green tea is a type of tea that is made from *Camellia sinensis* leaves that have not undergone the same withering and oxidation process used to make oolong and black tea. Green tea originated in China, but its production has spread to many countries in Asia.

Figure Picture of Green Tea

Source: QYR Food & Beverage Research Center, Dec. 2016

1.2 Green Tea Segment by Types

1.2.1 Global Production Market Share of Green Tea by Types in 2015

Figure Global Production Market Share of Green Tea by Types in 2015

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Classification of Green Tea

Types

Feature

Description

1

2

3

Source: QYR Food & Beverage Research Center, Dec. 2016

1.2.2 Tea Bag

Figure Product Picture of Tea Bag

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Major Manufacturers of Tea Bag

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

...

Source: Above Companies; QYR Food & Beverage Research Center, Dec. 2016

1.2.3 Pekoe

Figure Product Picture of Pekoe

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Major Manufacturers of Pekoe

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

...

Source: Above Companies; QYR Food & Beverage Research Center, Dec. 2016

#### 1.2.4 Fanning

Figure Product Picture of Fanning

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Major Manufacturers of Fanning

Manufacturers

Location of Manufacturing Bases/Factories

1

2

3

...

Source: Above Companies; QYR Food & Beverage Research Center, Dec. 2016

#### 1.3 Green Tea Segment by Applications

##### 1.3.1 Green Tea Consumption Market Share by Applications in 2015

Table Green Tea Consumption Market Share by Applications in 2015

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Applications of Green Tea

Applications

Feature

Description

1

2

3

Source: QYR Food & Beverage Research Center, Dec. 2016

##### 1.3.2 Residential

Residential

Figure Residential Examples

Source: QYR Food & Beverage Research Center, Dec. 2016

##### 1.3.3 Hotel

Hotel

Figure Hotel Examples

Source: QYR Food & Beverage Research Center, Dec. 2016

##### 1.3.4 Restaurant

Restaurant

Figure Restaurant Examples



Source: QYR Food & Beverage Research Center, Dec. 2016

#### 1.3.5 Cafe & Tea Station

Cafe & Tea Station

Figure Cafe & Tea Station Examples

Source: QYR Food & Beverage Research Center, Dec. 2016

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Source: QYR Food & Beverage Research Center, Dec. 2016

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Capacity

2015

2016

Tazo

Twinning

Tetley

Chamong.

Tzu-The

...

Total

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Table Global Green Tea Capacity Market Share of Key Manufacturers (2015 and 2016)

Capacity

2015

2016

Tazo

Twinning

Tetley

Chamong.

Tzu-The

...

Total

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Figure Global Green Tea Capacity of Key Manufacturers in 2015

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Figure Global Green Tea Capacity of Key Manufacturers in 2016

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Table Global Green Tea Production of Key Manufacturers (2015 and 2016)

Production

2015

2016

Tazo

Twinning

Tetley

Chamong.

Tzu-The

...

Total

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Table Global Green Tea Production Share by Manufacturers (2015 and 2016)

## Production Share

2015

2016

Tazo

Twinning

...

Total

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Figure 2015 Green Tea Production Share by Manufacturers

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Figure 2016 Green Tea Production Share by Manufacturers

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

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Revenue

2015

2016

Tazo

Twinning

...

Total

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Table Global Green Tea Revenue Share by Manufacturers (2015 and 2016)

Revenue Share

2015

2016

Tazo

Twinning

...

Total

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Table 2015 Global Green Tea Revenue Share by Manufacturers

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

Table 2016 Global Green Tea Revenue Share by Manufacturers

Source: Above companies; QYR Food &amp; Beverage Research Center, Dec. 2016

2.3 Global Green Tea Average Price by Manufacturers (2015 and 2016)

Table Global Market Green Tea Average Price of Key Manufacturers (2015 and 2016)

2015

2016

Tazo

Twinning

...

Total

Source: Above companies; QYR Food & Beverage Research Center, Dec. 2016

Figure Global Market Green Tea Average Price of Key Manufacturers in 2015

Source: Above companies; QYR Food & Beverage Research Center, Dec. 2016

2.4 Manufacturers Green Tea Manufacturing Base Distribution, Sales Area, Product Types

Table Manufacturers Green Tea Manufacturing Base Distribution and Sales Area  
Manufacturing Base Distribution

Sales Area

Tazo

Twinning

...

Source: Above companies; QYR Food & Beverage Research Center, Dec. 2016

Table Manufacturers Green Tea Product Types

Product Types

Tazo

Twinning

...

Source: Above companies; QYR Food & Beverage Research Center, Dec. 2016

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2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure Global Green Tea Capacity Market Share by Regions (2011-2016)

2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure Global Green Tea Capacity Market Share by Regions (2011-2016)

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure 2015 Global Green Tea Capacity Market Share by Regions

Source: QYR Food & Beverage Research Center, Dec. 2016

3.2 Global Green Tea Production and Market Share by Regions (2011-2016)

Table Global Green Tea Production by Regions (2011-2016)

2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure Global Green Tea Production and Market Share by Regions (2011-2016)

2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure Global Green Tea Production Market Share by Regions (2011-2016)

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure 2015 Global Green Tea Production Market Share by Regions

Source: QYR Food & Beverage Research Center, Dec. 2016

3.3 Global Green Tea Revenue (Value) and Market Share by Regions (2011-2016)

Table Global Green Tea Revenue by Regions (2011-2016)

2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Global Green Tea Revenue Market Share by Regions (2011-2016)

2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Table 2015 Global Green Tea Revenue Market Share by Regions

Source: QYR Food & Beverage Research Center, Dec. 2016

3.4 Global Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

Table Global Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

2011

2012

2013

2014

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

3.5 North America Green Tea Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table North America Green Tea Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

2011

2012

2013

2014

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

3.6 Korea Green Tea Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table Korea Green Tea Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

2011

2012

2013

2014

2015

2016

Capacity



Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

3.7 China Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

Table China Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

2011

2012

2013

2014

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

3.8 Japan Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

Table Japan Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

2011

2012

2013

2014

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

3.9 Taiwan Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

Table Taiwan Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

2011

2012

2013

2014

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

3.10 India Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

Table India Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

2011

2012

2013

2014

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

3.11 Row Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

Table Row Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

2011

2012

2013

2014

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: QYR Food & Beverage Research Center, Dec. 2016

4 Global Green Tea Supply (Production), Consumption, Export, Import by Regions  
(2011-2016)

4.1 Global Green Tea Consumption by Regions (2011-2016)

Table Global Green Tea Consumption Market by Regions (2011-2016)

2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Global Green Tea Consumption Market Share by Regions (2011-2016)

2011

2012

2013

2014

2015

2016

North America

Korea

China

Japan

Taiwan

India

Row

ROW

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure Global Green Tea Consumption Market Share by Regions (2011-2016)

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure 2015 Global Green Tea Consumption Market Share by Regions

Source: QYR Food & Beverage Research Center, Dec. 2016

4.2 North America Green Tea Production, Consumption, Export, Import by Regions  
(2011-2016)

Table North America Green Tea Production, Consumption, Import & Export (2011-2016)

2011

2012

2013

2014

2015

2016

Production

Import

Export

**Consumption**

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

**4.3 Korea Green Tea Production, Consumption, Export, Import by Regions (2011-2016)**

Table Korea Green Tea Production, Consumption, Import &amp; Export (2011-2016)

2011

2012

2013

2014

2015

2016

**Production**

Import

Export

**Consumption**

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

**4.4 China Green Tea Production, Consumption, Export, Import by Regions (2011-2016)**

Table China Green Tea Production, Consumption, Import &amp; Export (2011-2016)

2011

2012

2013

2014

2015

2016

**Production**

Import

Export

**Consumption**

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

**4.5 Japan Green Tea Production, Consumption, Export, Import by Regions (2011-2016)**

Table Japan Green Tea Production, Consumption, Import &amp; Export (2011-2016)

2011

2012

2013

2014

2015

2016

**Production**

Import

Export

## Consumption

Source: QYR Food & Beverage Research Center, Dec. 2016

### 4.6 Taiwan Green Tea Production, Consumption, Export, Import by Regions (2011-2016)

Table Taiwan Green Tea Production, Consumption, Import & Export (2011-2016)

2011

2012

2013

2014

2015

2016

Production

Import

Export

Consumption

Source: QYR Food & Beverage Research Center, Dec. 2016

### 4.7 India Green Tea Production, Consumption, Export, Import by Regions (2011-2016)

Table India Green Tea Production, Consumption, Import & Export (2011-2016)

2011

2012

2013

2014

2015

2016

Production

Import

Export

Consumption

Source: QYR Food & Beverage Research Center, Dec. 2016

### 4.8 Row Green Tea Production, Consumption, Export, Import by Regions (2011-2016)

Table Row Green Tea Production, Consumption, Import & Export (2011-2016)

2011

2012

2013

2014

2015

2016

Production

Import

Export

Consumption

Source: QYR Food & Beverage Research Center, Dec. 2016

5 Global Green Tea Production, Revenue (Value), Price Trend by Types

5.1 Global Green Tea Production and Market Share by Types (2011-2016)

Table Global Green Tea Production by Types (2011-2016)

2011

2012

2013

2014

2015

2016

Tea Bag

Pekoe

...

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Table Global Green Tea Production Share by Types (2011-2016)

2011

2012

2013

2014

2015

2016

Tea Bag

Pekoe

...

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure Production Market Share of Green Tea by Types (2011-2016)

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure 2015 Production Market Share of Green Tea by Types

Source: QYR Food & Beverage Research Center, Dec. 2016

5.2 Global Green Tea Revenue and Market Share by Types (2011-2016)

Table Global Green Tea Revenue by Types (2011-2016)

2011

2012

2013

2014

2015

2016

Tea Bag

Pekoe

...

Total

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

Table Global Green Tea Revenue Share by Types (2011-2016)

2011

2012

2013

2014

2015

2016

Tea Bag

Pekoe

...

Total

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

Figure Production Revenue Share of Green Tea by Types (2011-2016)

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

Figure 2015 Revenue Market Share of Green Tea by Types

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

5.3 Global Green Tea Price by Type (2011-2016)

Table Global Green Tea Price by Types (2011-2016)

2011

2012

2013

2014

2015

2016

Tea Bag

Pekoe

...

Total

Source: QYR Food &amp; Beverage Research Center, Dec. 2016

5.4 Global Green Tea Production Growth by Type (2011-2016)

Figure Global Green Tea Production Growth by Type (2011-2016)

Source: QYR Food &amp; Beverage Research Center, Dec. 2016



## 6 Global Green Tea Market Analysis by Applications

### 6.1 Global Green Tea Consumption and Market Share by Applications (2011-2016)

#### Table Global Green Tea Consumption by Applications (2011-2016)

2011

2012

2013

2014

2015

2016

Residential

Hotel

...

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

#### Table Global Green Tea Consumption Market Share by Applications (2011-2016)

2011

2012

2013

2014

2015

2016

Residential

Hotel

...

Total

Source: QYR Food & Beverage Research Center, Dec. 2016

### Figure Global Green Tea Consumption Market Share by Applications in 2015

Source: QYR Food & Beverage Research Center, Dec. 2016

### 6.2 Global Green Tea Consumption Growth Rate by Applications (2011-2016)

#### Table Global Green Tea Consumption Growth Rate by Applications (2011-2016)

2011

2012

2013

2014

2015

2016

Residential

Hotel

...

Source: QYR Food & Beverage Research Center, Dec. 2016

Figure Global Green Tea Consumption Growth Rate by Applications (2011-2016)

Source: QYR Food & Beverage Research Center, Dec. 2016

## 6.3 Market Drivers and Opportunities

### 6.3.1 Potential Applications

### 6.3.2 Emerging Markets/Countries

## 7 Global Green Tea Manufacturers Profiles/Analysis

### 7.1 Tazo

#### 7.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its

#### Competitors

Table Tazo Basic Information, Manufacturing Base, Sales Area and Its Competitors

#

Item

Description

1

Company Name

2

Website

3

Commercial Production Date of Green Tea

4

Manufacturing Locations of Green Tea

5

Green Tea Sales Area

6

Main Business/Business Overview

7

Contact Information

Source: Tazo; QYR Food & Beverage Research Center, Dec. 2016

#### 7.1.2 Green Tea Product Types, Application and Specification

##### 7.1.2.1 Type one

##### 7.1.2.2 Type two

7.1.3 Tazo Green Tea Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

Table Tazo Green Tea Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: Tazo; QYR Food & Beverage Research Center, Dec. 2016

Figure Tazo Green Tea Market Share (2015 and 2016)

Source: Tazo; QYR Food & Beverage Research Center, Dec. 2016

7.2 Twinning

7.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Twinning Basic Information, Manufacturing Base, Sales Area and Its Competitors

#

Item

Description

1

Company Name

2

Website

3

Commercial Production Date of Green Tea

4

Manufacturing Locations of Green Tea

5

Green Tea Sales Area

6

Main Business/Business Overview

7

Contact Information

Source: Twinning; QYR Food & Beverage Research Center, Dec. 2016

7.2.2 Green Tea Product Types, Application and Specification

7.2.2.1 Type one

7.2.2.2 Type two

7.2.3 Twinning Green Tea Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

Table Twinning Green Tea Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: Twinning; QYR Food & Beverage Research Center, Dec. 2016

Figure Twinning Green Tea Market Share (2015 and 2016)

Source: Twinning; QYR Food & Beverage Research Center, Dec. 2016

7.3 Tetley

7.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its

Competitors

Table Tetley Basic Information, Manufacturing Base, Sales Area and Its Competitors

#

Item

Description

1

Company Name

2

Website

3

Commercial Production Date of Green Tea

4

Manufacturing Locations of Green Tea

5

Green Tea Sales Area

6

Main Business/Business Overview

7

Contact Information

Source: Tetley; QYR Food & Beverage Research Center, Dec. 2016

7.3.2 Green Tea Product Types, Application and Specification

7.3.2.1 Type one

7.3.2.2 Type two

7.3.3 Tetley Green Tea Capacity, Production, Revenue, Price and Gross Margin (2015

and 2016)

Table Tetley Green Tea Capacity, Production, Revenue, Price and Gross Margin  
(2011-2016)

2015

2016

Capacity

Production

Capacity Utilization Rate

Revenue

Price

Gross Profit

Cost

Gross Margin

Source: TRAMMO, INC., QYR Food & Beverage Research Center, Dec. 2016

Figure TetleyGreen Tea Market Share (2015 and 2016)

Source: TetleyQYR Food & Beverage Research Center, Dec. 2016

7.4 Chamong.

7.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

Table Chamong. Bas

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