

# **United States Oolong Tea Market Report 2018**

https://marketpublishers.com/r/UB939345DE1EN.html

Date: March 2018

Pages: 99

Price: US\$ 3,800.00 (Single User License)

ID: UB939345DE1EN

## **Abstracts**

In this report, the United States Oolong Tea market is valued at USD XX million in 2017 and is expected to reach USD XX million by the end of 2025, growing at a CAGR of XX% between 2017 and 2025.

Geographically, this report splits the United States market into seven regions:

The West

Southwest

The Middle Atlantic

New England

The Midwest

The South

with sales (volume), revenue (value), market share and growth rate of Oolong Tea in these regions, from 2013 to 2025 (forecast).

United States Oolong Tea market competition by top manufacturers/players, with Oolong Tea sales volume, price, revenue (Million USD) and market share for each manufacturer/player; the top players including

Tetley



## **ESP Tea Emporium**

	ESP Tea Empondin	
-	The Republic of Tea	
ŀ	Harney & Sons	
(	Generation Tea	
-	Teavana	
ſ	Mighty Leaf Tea Company	
E	Bigelow Tea	
(	Choice Organic Teas	
On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into		
-	Ti Kuan Yin	
F	Formosa Oolong	
ſ	Pouchong	
[	Darjeeling Oolong	
(	Others	
On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including		
F	Residential	
ŀ	Hotel & Restaurant	



### Cafe & Tea Station

If you have any special requirements, please let us know and we will offer you the report as you want.



### **Contents**

United States Oolong Tea Market Report 2018

#### 1 OOLONG TEA OVERVIEW

- 1.1 Product Overview and Scope of Oolong Tea
- 1.2 Classification of Oolong Tea by Product Category
- 1.2.1 United States Oolong Tea Market Size (Sales Volume) Comparison by Type (2013-2025)
- 1.2.2 United States Oolong Tea Market Size (Sales Volume) Market Share by Type (Product Category) in 2017
  - 1.2.3 Ti Kuan Yin
  - 1.2.4 Formosa Oolong
  - 1.2.5 Pouchong
  - 1.2.6 Darjeeling Oolong
  - 1.2.7 Others
- 1.3 United States Oolong Tea Market by Application/End Users
- 1.3.1 United States Oolong Tea Market Size (Consumption) and Market Share Comparison by Application (2013-2025)
  - 1.3.2 Residential
  - 1.3.3 Hotel & Restaurant
  - 1.3.4 Cafe & Tea Station
- 1.4 United States Oolong Tea Market by Region
- 1.4.1 United States Oolong Tea Market Size (Value) Comparison by Region (2013-2025)
- 1.4.2 The West Oolong Tea Status and Prospect (2013-2025)
- 1.4.3 Southwest Oolong Tea Status and Prospect (2013-2025)
- 1.4.4 The Middle Atlantic Oolong Tea Status and Prospect (2013-2025)
- 1.4.5 New England Oolong Tea Status and Prospect (2013-2025)
- 1.4.6 The South Oolong Tea Status and Prospect (2013-2025)
- 1.4.7 The Midwest Oolong Tea Status and Prospect (2013-2025)
- 1.5 United States Market Size (Value and Volume) of Oolong Tea (2013-2025)
  - 1.5.1 United States Oolong Tea Sales and Growth Rate (2013-2025)
  - 1.5.2 United States Oolong Tea Revenue and Growth Rate (2013-2025)

# 2 UNITED STATES OOLONG TEA MARKET COMPETITION BY PLAYERS/SUPPLIERS



- 2.1 United States Oolong Tea Sales and Market Share of Key Players/Suppliers (2013-2018)
- 2.2 United States Oolong Tea Revenue and Share by Players/Suppliers (2013-2018)
- 2.3 United States Oolong Tea Average Price by Players/Suppliers (2013-2018)
- 2.4 United States Oolong Tea Market Competitive Situation and Trends
- 2.4.1 United States Oolong Tea Market Concentration Rate
- 2.4.2 United States Oolong Tea Market Share of Top 3 and Top 5 Players/Suppliers
- 2.4.3 Mergers & Acquisitions, Expansion in United States Market
- 2.5 United States Players/Suppliers Oolong Tea Manufacturing Base Distribution, Sales Area, Product Type

# 3 UNITED STATES OOLONG TEA SALES (VOLUME) AND REVENUE (VALUE) BY REGION (2013-2018)

- 3.1 United States Oolong Tea Sales and Market Share by Region (2013-2018)
- 3.2 United States Oolong Tea Revenue and Market Share by Region (2013-2018)
- 3.3 United States Oolong Tea Price by Region (2013-2018)

# 4 UNITED STATES OOLONG TEA SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (PRODUCT CATEGORY) (2013-2018)

- 4.1 United States Oolong Tea Sales and Market Share by Type (Product Category) (2013-2018)
- 4.2 United States Oolong Tea Revenue and Market Share by Type (2013-2018)
- 4.3 United States Oolong Tea Price by Type (2013-2018)
- 4.4 United States Oolong Tea Sales Growth Rate by Type (2013-2018)

# 5 UNITED STATES OOLONG TEA SALES (VOLUME) BY APPLICATION (2013-2018)

- 5.1 United States Oolong Tea Sales and Market Share by Application (2013-2018)
- 5.2 United States Oolong Tea Sales Growth Rate by Application (2013-2018)
- 5.3 Market Drivers and Opportunities

# 6 UNITED STATES OOLONG TEA PLAYERS/SUPPLIERS PROFILES AND SALES DATA

- 6.1 Tetley
  - 6.1.1 Company Basic Information, Manufacturing Base and Competitors



- 6.1.2 Oolong Tea Product Category, Application and Specification
  - 6.1.2.1 Product A
  - 6.1.2.2 Product B
- 6.1.3 Tetley Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
- 6.1.4 Main Business/Business Overview
- 6.2 ESP Tea Emporium
  - 6.2.2 Oolong Tea Product Category, Application and Specification
    - 6.2.2.1 Product A
    - 6.2.2.2 Product B
- 6.2.3 ESP Tea Emporium Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.2.4 Main Business/Business Overview
- 6.3 The Republic of Tea
  - 6.3.2 Oolong Tea Product Category, Application and Specification
    - 6.3.2.1 Product A
    - 6.3.2.2 Product B
- 6.3.3 The Republic of Tea Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.3.4 Main Business/Business Overview
- 6.4 Harney & Sons
  - 6.4.2 Oolong Tea Product Category, Application and Specification
    - 6.4.2.1 Product A
    - 6.4.2.2 Product B
- 6.4.3 Harney & Sons Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.4.4 Main Business/Business Overview
- 6.5 Generation Tea
  - 6.5.2 Oolong Tea Product Category, Application and Specification
    - 6.5.2.1 Product A
    - 6.5.2.2 Product B
- 6.5.3 Generation Tea Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.5.4 Main Business/Business Overview
- 6.6 Teavana
  - 6.6.2 Oolong Tea Product Category, Application and Specification
    - 6.6.2.1 Product A
    - 6.6.2.2 Product B
  - 6.6.3 Teavana Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.6.4 Main Business/Business Overview



- 6.7 Mighty Leaf Tea Company
  - 6.7.2 Oolong Tea Product Category, Application and Specification
    - 6.7.2.1 Product A
    - 6.7.2.2 Product B
- 6.7.3 Mighty Leaf Tea Company Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
- 6.7.4 Main Business/Business Overview
- 6.8 Bigelow Tea
  - 6.8.2 Oolong Tea Product Category, Application and Specification
    - 6.8.2.1 Product A
    - 6.8.2.2 Product B
  - 6.8.3 Bigelow Tea Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.8.4 Main Business/Business Overview
- 6.9 Choice Organic Teas
  - 6.9.2 Oolong Tea Product Category, Application and Specification
    - 6.9.2.1 Product A
    - 6.9.2.2 Product B
- 6.9.3 Choice Organic Teas Oolong Tea Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.9.4 Main Business/Business Overview

#### 7 OOLONG TEA MANUFACTURING COST ANALYSIS

- 7.1 Oolong Tea Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
- 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Oolong Tea

#### 8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Oolong Tea Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Oolong Tea Major Manufacturers in 2017



### 8.4 Downstream Buyers

### 9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

### 10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

# 11 UNITED STATES OOLONG TEA MARKET SIZE (VALUE AND VOLUME) FORECAST (2018-2025)

- 11.1 United States Oolong Tea Sales Volume, Revenue Forecast (2018-2025)
- 11.2 United States Oolong Tea Sales Volume Forecast by Type (2018-2025)
- 11.3 United States Oolong Tea Sales Volume Forecast by Application (2018-2025)
- 11.4 United States Oolong Tea Sales Volume Forecast by Region (2018-2025)

#### 12 RESEARCH FINDINGS AND CONCLUSION

#### 13 APPENDIX

- 13.1 Methodology/Research Approach
  - 13.1.1 Research Programs/Design
  - 13.1.2 Market Size Estimation
  - 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source



13.2.1 Secondary Sources

13.2.2 Primary Sources

13.3 Disclaimer

The report requires updating with new data and is sent in 2-3 business days after order is placed.



### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Product Picture of Oolong Tea

Figure United States Oolong Tea Market Size (KL) by Type (2013-2025)

Figure United States Oolong Tea Sales Volume Market Share by Type (Product

Category) in 2017

Figure Ti Kuan Yin Product Picture

Figure Formosa Oolong Product Picture

Figure Pouchong Product Picture

Figure Darjeeling Oolong Product Picture

Figure Others Product Picture

Figure United States Oolong Tea Market Size (KL) by Application (2013-2025)

Figure United States Sales Market Share of Oolong Tea by Application in 2017

Figure Residential Examples

Table Key Downstream Customer in Residential

Figure Hotel & Restaurant Examples

Table Key Downstream Customer in Hotel & Restaurant

Figure Cafe & Tea Station Examples

Table Key Downstream Customer in Cafe & Tea Station

Figure United States Oolong Tea Market Size (Million USD) by Region (2013-2025)

Figure The West Oolong Tea Revenue (Million USD) and Growth Rate (2013-2025)

Figure Southwest Oolong Tea Revenue (Million USD) and Growth Rate (2013-2025)

Figure The Middle Atlantic Oolong Tea Revenue (Million USD) and Growth Rate (2013-2025)

Figure New England Oolong Tea Revenue (Million USD) and Growth Rate (2013-2025)

Figure The South of US Oolong Tea Revenue (Million USD) and Growth Rate (2013-2025)

Figure The Midwest Oolong Tea Revenue (Million USD) and Growth Rate (2013-2025)

Figure United States Oolong Tea Sales (KL) and Growth Rate (2013-2025)

Figure United States Oolong Tea Revenue (Million USD) and Growth Rate (2013-2025)

Figure United States Oolong Tea Market Major Players Product Sales Volume (KL) (2013-2018)

Table United States Oolong Tea Sales (KL) of Key Players/Suppliers (2013-2018)

Table United States Oolong Tea Sales Share by Players/Suppliers (2013-2018)

Figure 2017 United States Oolong Tea Sales Share by Players/Suppliers

Figure 2017 United States Oolong Tea Sales Share by Players/Suppliers

Figure United States Oolong Tea Market Major Players Product Revenue (Million USD)



(2013-2018)

Table United States Oolong Tea Revenue (Million USD) by Players/Suppliers (2013-2018)

Table United States Oolong Tea Revenue Share by Players/Suppliers (2013-2018)

Figure 2017 United States Oolong Tea Revenue Share by Players/Suppliers

Figure 2017 United States Oolong Tea Revenue Share by Players/Suppliers

Table United States Market Oolong Tea Average Price (USD/L) of Key

Players/Suppliers (2013-2018)

Figure United States Market Oolong Tea Average Price (USD/L) of Key

Players/Suppliers in 2017

Figure United States Oolong Tea Market Share of Top 3 Players/Suppliers

Figure United States Oolong Tea Market Share of Top 5 Players/Suppliers

Table United States Players/Suppliers Oolong Tea Manufacturing Base Distribution and Sales Area

Table United States Players/Suppliers Oolong Tea Product Category

Table United States Oolong Tea Sales (KL) by Region (2013-2018)

Table United States Oolong Tea Sales Share by Region (2013-2018)

Figure United States Oolong Tea Sales Share by Region (2013-2018)

Figure United States Oolong Tea Sales Market Share by Region in 2017

Table United States Oolong Tea Revenue (Million USD) and Market Share by Region (2013-2018)

Table United States Oolong Tea Revenue Share by Region (2013-2018)

Figure United States Oolong Tea Revenue Market Share by Region (2013-2018)

Figure United States Oolong Tea Revenue Market Share by Region in 2017

Table United States Oolong Tea Price (USD/L) by Region (2013-2018)

Table United States Oolong Tea Sales (KL) by Type (2013-2018)

Table United States Oolong Tea Sales Share by Type (2013-2018)

Figure United States Oolong Tea Sales Share by Type (2013-2018)

Figure United States Oolong Tea Sales Market Share by Type in 2017

Table United States Oolong Tea Revenue (Million USD) and Market Share by Type (2013-2018)

Table United States Oolong Tea Revenue Share by Type (2013-2018)

Figure Revenue Market Share of Oolong Tea by Type (2013-2018)

Figure Revenue Market Share of Oolong Tea by Type in 2017

Table United States Oolong Tea Price (USD/L) by Types (2013-2018)

Figure United States Oolong Tea Sales Growth Rate by Type (2013-2018)

Table United States Oolong Tea Sales (KL) by Application (2013-2018)

Table United States Oolong Tea Sales Market Share by Application (2013-2018)

Figure United States Oolong Tea Sales Market Share by Application (2013-2018)



Figure United States Oolong Tea Sales Market Share by Application in 2017

Table United States Oolong Tea Sales Growth Rate by Application (2013-2018)

Figure United States Oolong Tea Sales Growth Rate by Application (2013-2018)

Table Tetley Basic Information List

Table Tetley Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure Tetley Oolong Tea Sales Growth Rate (2013-2018)

Figure Tetley Oolong Tea Sales Market Share in United States (2013-2018)

Figure Tetley Oolong Tea Revenue Market Share in United States (2013-2018)

Table ESP Tea Emporium Basic Information List

Table ESP Tea Emporium Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure ESP Tea Emporium Oolong Tea Sales Growth Rate (2013-2018)

Figure ESP Tea Emporium Oolong Tea Sales Market Share in United States (2013-2018)

Figure ESP Tea Emporium Oolong Tea Revenue Market Share in United States (2013-2018)

Table The Republic of Tea Basic Information List

Table The Republic of Tea Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure The Republic of Tea Oolong Tea Sales Growth Rate (2013-2018)

Figure The Republic of Tea Oolong Tea Sales Market Share in United States (2013-2018)

Figure The Republic of Tea Oolong Tea Revenue Market Share in United States (2013-2018)

Table Harney & Sons Basic Information List

Table Harney & Sons Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure Harney & Sons Oolong Tea Sales Growth Rate (2013-2018)

Figure Harney & Sons Oolong Tea Sales Market Share in United States (2013-2018)

Figure Harney & Sons Oolong Tea Revenue Market Share in United States (2013-2018)

Table Generation Tea Basic Information List

Table Generation Tea Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure Generation Tea Oolong Tea Sales Growth Rate (2013-2018)

Figure Generation Tea Oolong Tea Sales Market Share in United States (2013-2018)

Figure Generation Tea Oolong Tea Revenue Market Share in United States (2013-2018)

Table Teavana Basic Information List



Table Teavana Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure Teavana Oolong Tea Sales Growth Rate (2013-2018)

Figure Teavana Oolong Tea Sales Market Share in United States (2013-2018)

Figure Teavana Oolong Tea Revenue Market Share in United States (2013-2018)

Table Mighty Leaf Tea Company Basic Information List

Table Mighty Leaf Tea Company Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure Mighty Leaf Tea Company Oolong Tea Sales Growth Rate (2013-2018)

Figure Mighty Leaf Tea Company Oolong Tea Sales Market Share in United States (2013-2018)

Figure Mighty Leaf Tea Company Oolong Tea Revenue Market Share in United States (2013-2018)

Table Bigelow Tea Basic Information List

Table Bigelow Tea Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure Bigelow Tea Oolong Tea Sales Growth Rate (2013-2018)

Figure Bigelow Tea Oolong Tea Sales Market Share in United States (2013-2018)

Figure Bigelow Tea Oolong Tea Revenue Market Share in United States (2013-2018)

Table Choice Organic Teas Basic Information List

Table Choice Organic Teas Oolong Tea Sales (KL), Revenue (Million USD), Price (USD/L) and Gross Margin (2013-2018)

Figure Choice Organic Teas Oolong Tea Sales Growth Rate (2013-2018)

Figure Choice Organic Teas Oolong Tea Sales Market Share in United States (2013-2018)

Figure Choice Organic Teas Oolong Tea Revenue Market Share in United States (2013-2018)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Oolong Tea

Figure Manufacturing Process Analysis of Oolong Tea

Figure Oolong Tea Industrial Chain Analysis

Table Raw Materials Sources of Oolong Tea Major Players/Suppliers in 2017

Table Major Buyers of Oolong Tea

Table Distributors/Traders List

Figure United States Oolong Tea Sales Volume (KL) and Growth Rate Forecast (2018-2025)

Figure United States Oolong Tea Revenue (Million USD) and Growth Rate Forecast



(2018-2025)

Figure United States Oolong Tea Price (USD/L) Trend Forecast (2018-2025)
Table United States Oolong Tea Sales Volume (KL) Forecast by Type (2018-2025)
Figure United States Oolong Tea Sales Volume (KL) Forecast by Type (2018-2025)
Figure United States Oolong Tea Sales Volume (KL) Forecast by Type in 2025
Table United States Oolong Tea Sales Volume (KL) Forecast by Application (2018-2025)

Figure United States Oolong Tea Sales Volume (KL) Forecast by Application (2018-2025)

Figure United States Oolong Tea Sales Volume (KL) Forecast by Application in 2025
Table United States Oolong Tea Sales Volume (KL) Forecast by Region (2018-2025)
Table United States Oolong Tea Sales Volume Share Forecast by Region (2018-2025)
Figure United States Oolong Tea Sales Volume Share Forecast by Region (2018-2025)
Figure United States Oolong Tea Sales Volume Share Forecast by Region in 2025
Table Research Programs/Design for This Report
Figure Bottom-up and Top-down Approaches for This Report
Figure Data Triangulation
Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources



#### I would like to order

Product name: United States Oolong Tea Market Report 2018

Product link: https://marketpublishers.com/r/UB939345DE1EN.html

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/UB939345DE1EN.html">https://marketpublishers.com/r/UB939345DE1EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970