

Tea Market in China 2022

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Abstracts

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Traditional teas originating from the *Camellia sinensis* plant include black, white, green, yellow, oolong, and yerba mate, all of which contain caffeine. The tea market in China is poised to grow by US\$ 4,644 million during 2022-2028, progressing at a CAGR of 4.4% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for tea. The China tea market is segmented on the basis of product, and distribution channel. By product, the tea market in China has been segmented into black tea, fruit & herbal tea, green tea, instant tea, others. Based upon distribution channel, the tea market in China is categorized into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The leading players in the tea market include Zhejiang Xiangpiaopiao Co. Ltd., Yunnan Taetea Tea Industry Group Co. Ltd (TaeTea Group), Guangdong Strong Group Company Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the tea market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: black tea, fruit & herbal tea, green tea, instant tea, others

Distribution channel: supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the China tea market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. TEA MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Black tea
Fruit & herbal tea
Green tea
Instant tea
Others

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Grocery stores
Online retailing
Specialized stores
Others

PART 5. KEY COMPANIES

Zhejiang Xiangpiaopiao Co., Ltd.
Yunnan Taetea Tea Industry Group Co., Ltd (TaeTea Group)
Guangdong Strong Group Company Ltd.
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