

Tea Market in India 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. According to a report by StrategyHelix, the tea market in India is set to increase by US\$ 2,011 million during 2022-2028, growing at a CAGR of 8.1% during the forecast period.

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 India tea market is segmented on the basis of product, and distribution channel. On the basis of product, the tea market in India has been segmented into black tea, fruit & herbal tea, green tea, instant tea, others. By distribution channel, the tea market in India has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The tea market is dominated by key players, which are Tata Consumer Products Ltd., Unilever PLC, Gujarat Tea Processors and Packers Limited, Associated British Foods plc.

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 India tea market

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

Pinpoint growth sectors and trends for investment

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Tata Consumer Products Ltd.
Unilever PLC
Gujarat Tea Processors and Packers Limited
Associated British Foods plc
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