

# Tea Market in Malaysia 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. A study by StrategyHelix indicates that the tea market in Malaysia is set to grow at a healthy compound annual growth rate (CAGR) of 5.1% in the next five years.

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

As of 2021, the major players in the Malaysia tea market were BOH Plantations Sdn. Bhd., Unilever PLC, Ten Ren Tea Co. Ltd., Yee Lee Corporation Berhad (YLC), Odani Kokufun Co. 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 Malaysia 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**

BOH Plantations Sdn. Bhd.  
Unilever PLC  
Ten Ren Tea Co., Ltd.  
Yee Lee Corporation Berhad (YLC)  
Odani Kokufun Co., Ltd.  
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