

# Tea Market in New Zealand 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 New Zealand is expected to increase at a CAGR of 3.3% till 2028.

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

The New Zealand tea market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players MJF Holdings Limited, JDE Peet's N.V., Associated British Foods plc, Unilever PLC, EBOS Group Limited, Shanghai Pharmaceuticals Holding Co. Ltd., Chanui Limited.

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 New Zealand 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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JDE Peet's N.V.  
Associated British Foods plc  
Unilever PLC  
EBOS Group Limited  
Shanghai Pharmaceuticals Holding Co., Ltd.  
Chanui Limited  
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