

Tea Market in Pakistan 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 Pakistan is poised to grow by US\$ 791 million from 2022 to 2028, registering a CAGR of 10.3% during the forecast period, according to 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 Pakistan tea market is segmented on the basis of product, and distribution channel. By product, the tea market in Pakistan has been segmented into black tea, fruit & herbal tea, green tea, instant tea, others. Based upon distribution channel, the tea market in Pakistan is categorized into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Tapal Tea (Pvt.) Ltd., Unilever PLC, Vital Group (VG).

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 Pakistan 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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Unilever PLC
Vital Group (VG)
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