

# Tea Market in Philippines 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 StrategyHelix, the tea market in Philippines is projected to expand by a CAGR of 7.2% from 2022 through 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 Philippines tea market is segmented on the basis of product, and distribution channel. Based on product, the tea market in Philippines is categorized into black tea, fruit & herbal tea, green tea, instant tea, others. On the basis of distribution channel, the tea market in Philippines has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The Philippines tea market is highly competitive. The leading players in the tea market include Unilever PLC, Gilamar Enterprises Inc., Tata Consumer Products Ltd., Herbcare Corporation, Gourmet Farms Inc., The Hain Celestial Group Inc., 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 Philippines 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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Others

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Tata Consumer Products Ltd.  
Herbcare Corporation  
Gourmet Farms, Inc.  
The Hain Celestial Group, Inc.  
Associated British Foods plc  
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