

Tea Market in Taiwan 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 Taiwan is expected to increase at a CAGR of 4.2% 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 Taiwan tea market is segmented on the basis of product, and distribution channel. On the basis of product, the tea market in Taiwan has been segmented into black tea, fruit & herbal tea, green tea, instant tea, others. By distribution channel, the tea market in Taiwan has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The prominent players operating in the Taiwan tea market include Ten Ren Tea Co. Ltd., Sun Ten Pharmaceutical Co. Ltd., Unilever PLC, GOOD YOUNG CO. LTD., EVER SPRING TEA CO. LTD., King Ping Tea Inc.

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 Taiwan 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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Ten Ren Tea Co., Ltd.
Sun Ten Pharmaceutical Co., Ltd.
Unilever PLC
GOOD YOUNG CO., LTD.
EVER SPRING TEA CO., LTD.
King Ping Tea Inc.
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