

# Tea Market in Thailand 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 Thailand is projected to expand by a CAGR of 3.7% from 2022 through 2028, 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 Thailand tea market is segmented on the basis of product, and distribution channel. By product, the tea market in Thailand has been segmented into black tea, fruit & herbal tea, green tea, instant tea, others. Based upon distribution channel, the tea market in Thailand is categorized into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The Thailand tea market is highly competitive. The key players in the tea market include Associated British Foods plc, Unilever PLC, Greentea Co. Ltd., Uey Po Kee Tea Store Co. Ltd., Blue Ocean Food And Drinks Co. Ltd., Raming Tea Co. Ltd., ONG EW KEE TEA 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 Thailand 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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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**

Associated British Foods plc  
Unilever PLC  
Greentea Co., Ltd.  
Uey Po Kee Tea Store Co., Ltd.  
Blue Ocean Food And Drinks Co., Ltd.  
Raming Tea Co., Ltd.  
ONG EW KEE TEA CO., LTD.  
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