

# Tea Market in Vietnam 2022

<https://marketpublishers.com/r/TA38088B8FBCEN.html>

Date: February 2022

Pages: 18

Price: US\$ 450.00 (Single User License)

ID: TA38088B8FBCEN

## 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 Vietnam is set to increase by US\$ 246 million from 2022 to 2028, representing a compound annual growth rate (CAGR) of 7.4% during the forecast period.

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

The Vietnam tea market is highly competitive. As of 2021, the major players in the Vietnam tea market were Vietnam National Tea Corporation (VINATEA), Unilever PLC, Ecological Product JSC (ECO), MJF Holdings Limited, Vinh Tien Co. Ltd., Hoang Long Tea Co. Ltd., Cautre Export Goods Processing Joint Stock Company.

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 Vietnam tea market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. TEA MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

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**

Vietnam National Tea Corporation (VINATEA)  
Unilever PLC  
Ecological Product JSC (ECO)  
MJF Holdings Limited  
Vinh Tien Co., Ltd.  
Hoang Long Tea Co., Ltd.  
Cautre Export Goods Processing Joint Stock Company  
About StrategyHelix  
Disclaimer

## I would like to order

Product name: Tea Market in Vietnam 2022

Product link: <https://marketpublishers.com/r/TA38088B8FBCEN.html>

Price: US\$ 450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TA38088B8FBCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970