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Herbal Tea Market Forecasts to 2032 – Global Analysis By Product (Green Tea, Black Tea, Lemongrass, Peppermint, Chamomile, Ginger, Hibiscus and Other Products), Function, Packaging, Distribution Channel, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Herbal Tea Market is accounted for $4.1 billion in 2025 and is expected to reach $7.4 billion by 2032 growing at a CAGR of 8.6% during the forecast period. Herbal tea is a beverage made by infusing various herbs, flowers, spices, or other plant materials in hot water, excluding traditional tea leaves from the Camellia sinensis plant. Unlike black or green tea, herbal teas are naturally caffeine-free and are consumed for their therapeutic properties, flavor profiles, and wellness benefits. Popular ingredients include chamomile, peppermint, hibiscus, ginger, and rooibos, each offering distinct health-supportive functions such as relaxation, digestion, or immune support. Herbal teas are widely embraced across cultures as part of holistic health routines, often marketed as functional beverages that align with clean-label, organic, and plant-based lifestyle preferences.

Market Dynamics:

Driver:

Rising health & wellness focus

The global shift toward preventive health and natural remedies is fueling demand for herbal teas. Consumers increasingly seek functional beverages that support immunity, digestion, and stress relief. This wellness-driven consumption is amplified by growing awareness of plant-based ingredients and clean-label preferences. Herbal teas, rich in

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antioxidants and adaptogens, are positioned as daily wellness rituals, especially among urban and aging populations. This trend is expected to sustain long-term growth across both premium and mass-market segments.

Restraint:

Regulatory complexity & claims restrictions

Despite rising demand, the herbal tea market faces regulatory hurdles around health claims and ingredient approvals. Varying standards across regions—especially in labeling, permissible botanicals, and therapeutic assertions—create compliance challenges for manufacturers. These constraints limit product differentiation and slow innovation cycles. Additionally, the lack of harmonized global regulations makes cross-border expansion difficult, particularly for blends marketed with cognitive or metabolic benefits, thus it hinders market expansion.

Opportunity:

Product innovation & functional blends

Innovation in herbal tea formulations is unlocking new growth avenues. Brands are introducing targeted blends for sleep, focus, gut health, and immunity—often combining traditional herbs with trending botanicals like ashwagandha, turmeric, and CBD. Ready-to-drink formats, cold brews, and sustainable packaging further enhance appeal among younger consumers. Functional positioning, backed by clinical validation and storytelling, is driving premiumization. This segment offers high-margin potential, especially in e-commerce and wellness-focused retail channels.

Threat:

Supply chain volatility & seasonality

Supply chain volatility and seasonality pose significant challenges to the herbal tea market, disrupting consistent access to key botanicals like chamomile and peppermint. Climate fluctuations, geopolitical tensions, and limited harvesting windows lead to unpredictable pricing and inventory gaps. These disruptions hinder product availability, strain margins, and complicate long-term planning. Brands face increased pressure to diversify sourcing and invest in resilient logistics, or risk losing consumer trust and market share due to inconsistent supply.

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Covid-19 Impact

The pandemic initially disrupted herbal tea supply chains but simultaneously accelerated consumer interest in immunity-boosting and stress-relieving beverages. Lockdowns and remote work increased at-home consumption, driving trial and adoption of functional blends. E-commerce channels saw a surge in herbal tea sales, while wellness narratives gained traction. Post-pandemic, this behavioral shift is expected to persist, with consumers integrating herbal teas into daily routines for holistic health.

The chamomile segment is expected to be the largest during the forecast period

The chamomile segment is expected to account for the largest market share during the forecast period, due to its widespread recognition as a calming and sleep-enhancing ingredient. Its gentle flavor profile and versatility across blends make it a staple in both traditional and functional formulations. Chamomile's association with stress relief and digestive health resonates strongly with wellness-conscious consumers. Its popularity spans geographies and demographics, reinforcing its position as a foundational botanical in herbal tea portfolios and driving consistent demand.

The cognitive health segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the cognitive health segment is predicted to witness the highest growth rate, due to rising consumer interest in mental clarity, focus, and neuroprotection. Herbal teas infused with ingredients like ginkgo biloba, bacopa, and green tea catechins are gaining traction among professionals and students. As stress and digital fatigue rise, demand for natural cognitive enhancers is surging. This segment benefits from strong functional positioning, especially when supported by scientific claims and targeted marketing strategies.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to deep-rooted cultural consumption, expanding middle-class populations, and rising health awareness. Countries like China, India, and Japan have long-standing traditions of herbal infusions, now being modernized through premium packaging and functional branding. Urbanization and retail expansion are further boosting accessibility. The region's rich biodiversity also supports local sourcing and innovation, making it a strategic hub for both production and consumption.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to growing consumer preference for natural wellness solutions and clean-label beverages. The region's dynamic health trends—such as adaptogenic blends, nootropic teas, and organic certifications—are fueling premium segment growth. E-commerce penetration and influencer-led wellness narratives are accelerating trial among younger demographics. Regulatory clarity and innovation-friendly ecosystems support rapid product launches, making North America a hotspot for functional herbal tea expansion.

Key players in the market

Some of the key players profiled in the Herbal Tea Market include Lipton Teas and Infusions, Twinings, Celestial Seasonings, Traditional Medicinals, Numi Organic Tea, Bigelow Tea Company, TEEKANNE, Yogi Tea, Tata Consumer Products, ITO EN, Ahmad Tea, Dilmah, The Republic of Tea, Harney & Sons and Clipper Teas.

Key Developments:

In July 2025, Celestial Seasonings launched its new "Anytime Wellness" tea line, including exclusive blends like Good Vibes™ Lemon Mint, available first at Walmart. The line supports mood, detox, and immune health.

In May 2025, Yogi Tea partnered with Park Yoga to support free outdoor yoga sessions across England. Include branded activations, tea sampling, and a Community Day on International Yoga Day.

In May 2024, Lipton transferred ownership of its tea estates in Kenya, Rwanda, and Tanzania to Browns Investments, forming a long-term partnership to raise global tea standards. Include a new Community Welfare Trust and shared equity for local communities.

Products Covered:

- Green Tea

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Black Tea

Lemongrass

Peppermint

Chamomile

Ginger

Hibiscus

Other Products

Functions Covered:

Cognitive Health

Gut & Digestive Health

Multifunctional

Other Functions

Packagings Covered:

Loose Tea

Tea Bags

Instant Mixes

Bottled & Canned

Distribution Channels Covered:

- Supermarkets/Hypermarkets
- Specialty Stores
- Online Retail
- Convenience Stores
- Other Distribution Channels

End Users Covered:

- Household
- Foodservice

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain

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- Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia
  - New Zealand
  - South Korea
  - Rest of Asia Pacific
- South America
  - Argentina
  - Brazil
  - Chile
  - Rest of South America
- Middle East & Africa
  - Saudi Arabia
  - UAE
  - Qatar
  - South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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