

Specialty Tea Market Forecasts to 2032 – Global Analysis By Type (Green Tea, Black Tea, Oolong Tea, White Tea, Herbal Tea, Flavored Tea, Blooming Tea and Other Types), Packaging, Consumer Type, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Specialty Tea Market is accounted for \$6.99 billion in 2025 and is expected to reach \$11.99 billion by 2032 growing at a CAGR of 8.0% during the forecast period. Specialty tea is defined as premium tea that stands out due to its distinct flavor profiles, place of origin, processing techniques, and general craftsmanship. Specialty teas, in contrast to mass-produced types, are typically grown, hand-picked, and processed to maintain their unique qualities. They are also frequently sourced from particular areas recognized for their terroir. These teas might include artisanal blends, rare single-origin leaves, and options that are sustainably harvested or grown organically. Specialty tea has become more and more popular in cafes, luxury hospitality, and health-conscious markets as it provides a sophisticated taste experience as well as possible health benefits.

According to the International Institute for Sustainable Development (IISD), over two-thirds of the 13 million people employed in the global tea sector are smallholder farmers in developing countries, producing 60% of the world's tea in 2022.

Market Dynamics:

Driver:

Growing interest in high-end and handcrafted drinks

Specialty tea and other premium, small-batch, artisanal beverages are becoming more and more popular as consumers' tastes become more sophisticated and daring. These teas are superior to mass-produced tea bags due to their distinctive flavor profiles, regional traits (terroir), and unique harvesting or processing methods. Additionally, cafes, restaurants, and retailers are now offering more varied and upscale tea selections in their menus or product lines due to consumer demand for authenticity, exclusivity, and enhanced sensory experiences.

Restraint:

Expensive in comparison to conventional tea

The comparatively high cost of specialty tea in comparison to traditional tea products is one of the main factors limiting its market share. Specialty teas are sometimes sourced from particular regions or single estates, involve labor-intensive harvesting and processing methods, and are produced in smaller quantities. Particularly in developing markets, these factors may discourage price-sensitive consumers by driving up retail prices. Furthermore, consumers who are premium-seeking and health-conscious are willing to pay more, but mass market penetration may be constrained by concerns about affordability.

Opportunity:

Innovation in tastes and useful combinations

There is a great chance for the specialty tea market to grow by creating useful blends that meet the demands of contemporary consumers and by experimenting with flavor profiles. Specialty tea companies can capitalize on the rising demand for wellness-focused products by adding botanicals, vitamins, adaptogens, or unusual ingredients like matcha, ashwagandha, turmeric, or CBD. By focusing on specific markets, such as teas for stress reduction, skin health, energy enhancement, or digestive support, these innovations also expand the range of applications and clientele. Moreover, these developments complement the growing worldwide trend toward customized nutrition and increase the appeal of tea to health-conscious people.

Threat:

Competitive pressure from other health drinks

Specialty tea is becoming more and more popular due to its health benefits, but it is up against competition from other wellness and functional beverages like kombucha, herbal infusions, cold-pressed juices, infused waters, and coffee substitutes with a health focus. Similar wellness narratives are used to market many of these drinks, which provide energy boosts, probiotics, antioxidants, or detoxifying qualities. They also frequently come in ready-to-drink formats, making them convenient for consumers with hectic schedules. Additionally, market share and consumer attention may be diluted by this pressure from competitors, especially among younger consumers who are constantly looking for the newest trends in healthy beverages.

Covid-19 Impact:

The COVID-19 pandemic affected the specialty tea market in various ways, but ultimately in a revolutionary way. The production and accessibility of high-end tea varieties were impacted by labour shortages, temporary closures of tea estates, and disruptions in the global supply chain. Lockdowns and social distancing policies also resulted in less foot traffic for physical specialty tea shops and cafes. However, the crisis sharply raised consumer health consciousness, which in turn raised demand for functional and immunity-boosting teas like green tea, herbal blends, and adaptogenic infusions. With many consumers experimenting with new tea varieties and rituals at home, the growth of e-commerce and direct-to-consumer channels further enabled specialty tea brands to maintain visibility and accessibility.

The black tea segment is expected to be the largest during the forecast period

The black tea segment is expected to account for the largest market share during the forecast period. Black tea's strong flavor appeals to a wide range of consumers, making up about 84% of all tea consumed in the US in 2021. Its market dominance is further strengthened by its versatility as a foundation for different flavored and specialty blends. Black tea's enduring appeal is also influenced by rising awareness of its possible health advantages, including its heart-healthy benefits and antioxidant qualities. Moreover, black tea's dominant position in the specialty tea market is maintained by its potent flavor profile, adaptability in blending, and perceived health benefits.

The loose tea (packets & pouches) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the loose tea (packets & pouches) segment is predicted to witness the highest growth rate. Growing consumer demand for environmentally friendly

and sustainable packaging options is the main driver of this expansion. Paper packaging is a popular option for customers who care about the environment because it is recyclable, biodegradable, and compatible with international sustainability initiatives. Furthermore, improvements in packaging technology have improved paper materials' resilience and barrier qualities, guaranteeing the preservation of tea's freshness and quality. Paper packaging's aesthetic adaptability enables companies to provide eye-catching designs, which increases its allure in the specialty tea market.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, motivated by the long-standing tea customs and rich cultural legacy of the area. Specialty teas are in high demand domestically because of the long histories of tea cultivation and consumption in nations like China, India, Japan, and Vietnam. The production of several distinctive tea varieties, including matcha from Japan, oolong from China, and Darjeeling from India, is made possible by the region's varied climate, which further supports its market dominance. Moreover, the region's dominant position in the global specialty tea market is also largely due to the growing preference for premium and specialty teas brought about by consumers' increased disposable incomes and growing health consciousness in these nations.

Region with highest CAGR:

Over the forecast period, the Middle East and Africa region is anticipated to exhibit the highest CAGR. The main cause of this increase is the region's long-standing cultural customs surrounding tea drinking, where tea is a social gathering essential and a symbol of hospitality. Demand for specialty and premium teas is also rising as a result of urbanization and population growth, which have expanded the consumer base and raised disposable incomes. Additionally, specialty teas have become increasingly popular among health-conscious consumers in the region as a result of growing awareness of their health benefits.

Key players in the market

Some of the key players in Specialty Tea Market include Unilever Group, The Republic of Tea, Associated British Foods Plc, Dilmah Ceylon Tea Co. Plc, Harney & Sons Fine Teas, Nestle SA, Tata Consumer Products Ltd., Barry's Tea, ITO EN Ltd., The Hain Celestial Group Inc., Bigelow Tea Company and Yogi Tea.

Key Developments:

In April 2025, Unilever announced it has acquired the personal care brand Wild. This marks another step in the optimisation of Unilever's portfolio towards premium and high growth spaces as part of the Growth Action Plan 2030. Launched in the UK in 2020, Wild is a digitally native brand which has built a loyal consumer base through its direct-to-consumer and retail model with desirable, natural and refillable products.

In February 2024, Nestle, in a move to streamline its operations, has entered into a slump sale agreement for its Nestle Business Services (NBS) Division with Purina PetCare India, a wholly-owned subsidiary of Nestle S.A. The deal, valued at ?798 million, is set to be effective from July 1, 2024, subject to customary closing conditions.

In January 2024, Tata Consumer Products Ltd (TCPL) signed definitive agreements to acquire 100% equity shares of Capital Foods, owner of the brands Ching's Secret and Smith & Jones, and Organic India, a company that sells organic herbal teas and health foods. While the acquisition of Capital Foods will be in a phased manner, TCPL will acquire 100% of Organic India in an all-cash deal.

Types Covered:

Green Tea

Black Tea

Oolong Tea

White Tea

Herbal Tea

Flavored Tea

Blooming Tea

Other Types

Packagings Covered:

Plastic Containers

Loose Tea (Packets & Pouches)

Paperboards

Aluminium Tins

Tea Bags

Consumer Types Covered:

True Tea Lovers

Variety Seekers

Transformation Seekers

Distribution Channels Covered:

B2B

B2C

Applications Covered:

Residential

Commercial

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

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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