

# **Organic Tea Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Source (Black, Green, White, Oolong, Others), By Form (Dried Leaf, Powder, Liquid), By Packaging (Cartons, Teabags, Cans, Others (Sachets, etc.)), By Distribution Channel (Departmental Stores, Supermarkets/Hypermarkets, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Organic Tea Market is projected to experience substantial growth, expanding from USD 806.77 Million in 2025 to USD 1622.51 Million by 2031, representing a compound annual growth rate of 12.35 percent. This market consists of beverages produced from *Camellia sinensis* leaves grown without the use of synthetic pesticides, herbicides, or fertilizers, in strict compliance with accredited ecological farming and processing standards. Key drivers fueling this expansion include rising consumer demand for clean-label products devoid of chemical residues and an increasing dedication to environmental stewardship that supports biodiversity and soil health. These core factors differentiate the sector from fleeting trends by securing a loyal consumer base deeply committed to sustainable agricultural practices and long-term wellness.

However, the industry faces significant hurdles due to the high operational costs linked to organic certification and labor-intensive cultivation, which necessitate premium retail pricing that restricts accessibility for price-sensitive demographics. Despite these economic challenges, the sector continues to exhibit resilience and strong performance in the face of broader inflationary pressures. For instance, according to the Organic

Trade Association, the organic tea category in the United States achieved a sales increase of 10.5 percent in 2024, underscoring the enduring financial vitality and robustness of this market segment.

## **Market Driver**

A primary catalyst transforming the global organic tea landscape is the rising consumer preference for nutrient-rich and functional beverages. As health consciousness becomes more prevalent among mainstream demographics, consumers are increasingly replacing high-sugar soft drinks with functional teas, such as organic green and herbal varieties known for their antioxidant and immune-boosting properties. This shift is driving tangible purchasing behaviors where shoppers prioritize wellness benefits over price, forcing retailers to broaden their clean-label inventories. Data from the Soil Association Certification's 'Organic Market Report 2025' supports this trend, noting that organic food and drink unit sales in the United Kingdom grew by 4.7 percent in 2024, significantly outperforming non-organic categories and confirming the strong market demand for health-centric products.

Market growth is further accelerated by the surging popularity of sustainable and ethically sourced ingredients, which aligns brand values with environmental responsibility. Modern consumers are closely scrutinizing supply chains, preferring brands that ensure fair wages for estate workers and utilize regenerative farming techniques to mitigate climate change impacts. This ethical consumption trend compels manufacturers to secure rigorous accreditations to maintain relevance and deepen brand loyalty among eco-conscious buyers. According to the Fairtrade Foundation's July 2024 report, Fairtrade tea sales volumes in the UK rose by 5 percent in 2023, highlighting the resilience of ethically traded goods. Supporting this momentum, the Tea Board of India reported that total tea exports reached a ten-year high of 255 million kilograms in 2024, reflecting robust international demand for premium and organic varieties.

## **Market Challenge**

The high operational costs inherent in organic tea cultivation represent a major barrier to widespread market adoption. Unlike conventional farming, organic methods demand labor-intensive practices such as manual weeding and pest management to strictly adhere to ecological standards, which significantly raises overhead expenses. Additionally, the recurring costs associated with obtaining and maintaining official organic certifications impose further financial burdens. These elevated input costs force

producers to set premium retail prices to protect profit margins, effectively pricing out a large segment of price-sensitive consumers who prioritize affordability over clean-label attributes.

This price disparity severely restricts the market's demographic reach, confining consumption primarily to affluent buyers and preventing the sector from achieving mass-market volume. The economic pressure on pricing strategies is evident in recent industry data reflecting broader inflationary trends; according to the Tea Board of India, the export price per kilogram of tea increased by 12.65 percent in the 2024-25 fiscal year, illustrating the difficult pricing environment manufacturers must navigate. Such escalating costs make it increasingly hard for organic tea brands to expand beyond their niche customer base and compete with lower-cost conventional alternatives in the mainstream retail sector.

## **Market Trends**

The organic tea market is being reshaped by the expansion of Ready-to-Drink (RTD) product lines as manufacturers focus on convenience to attract on-the-go consumers. This trend is characterized by the rapid emergence of premium, low-sugar organic formulations designed to occupy retail shelf space left by the consolidation of legacy brands, effectively engaging younger demographics who seek high-quality hydration without brewing delays. Innovation in this sector is thriving, with brands leveraging agile supply chains and glass packaging to differentiate their offerings from synthetic alternatives. According to Inc. Magazine in August 2025, the organic brand Just Ice Tea generated approximately \$24 million in revenue in 2024, demonstrating the explosive growth of new entrants capitalizing on this shift toward convenient, clean-label bottled teas.

Simultaneously, the mainstream growth of organic matcha and green tea powder represents a structural pivot from traditional leaf brewing toward versatile, powdered formats suitable for diverse culinary and beverage applications. This segment is driven by the widespread integration of matcha into coffee shop menus and functional foods, evolving it from a niche ceremonial product into a global lifestyle staple valued for its distinct flavor and sustained energy benefits. The intensifying demand for authentic, high-grade powder has triggered a substantial surge in export volumes from primary cultivation regions. According to the Global Japanese Tea Association in July 2025, tea exports from the Kyushu region increased by 24 percent in 2024, a growth rate largely attributed to the booming global consumption of matcha products.

## Key Market Players

Tata Consumer Products Limited

Unilever Plc

The Hain Celestial Group, Inc.

SHANGRI-LA TEA COMPANY INC.

Organic India

Associated British Foods plc

Stash Tea Company

Keurig Green Mountain, Inc.

Bigelow Tea

SUNTORY BEVERAGE & FOOD LIMITED

## Report Scope

In this report, the Global Organic Tea Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Organic Tea Market, By Source

Black

Green

White

Oolong

Others

## Organic Tea Market, By Form

Dried Leaf

Powder

Liquid

## Organic Tea Market, By Packaging

Cartons

Teabags

Cans

Others (Sachets

etc.)

## Organic Tea Market, By Distribution Channel

Departmental Stores

Supermarkets/Hypermarkets

Online

Others

## Organic Tea Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Organic Tea Market.

### **Available Customizations:**

Global Organic Tea Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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