

# **Flavored Tea Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Dried Leaves, Powder, CTC Tea), By Product Type (Black Tea, Green Tea, White Tea, Others), By Flavor (Fruits, Flowers, Herbs & Spices, Others), By Packaging Type (Tea Bags, Loose Tea), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online Stores, Others (Direct Sales, Distributor & Dealer Sales, etc.)), By Region**

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## **Abstracts**

The global flavored tea market is witnessing robust growth owing to the emergence of consumer preference for healthy and exotic tea, increasing demand for beverage which boosts the energy level and makes an individual refresh.

Flavored tea is a tea which is made up of tea leaves as a base, and flavorings added to it, to enhance the taste of the tea. Tea can have flavor added in the form of additions like fruits, or flowers, herbs and spices or it might have flavor extracts that have been added, such ginger, lemon, and other essential oils. Flavored tea as a base can be green tea, black tea, white tea, and others. The flavored tea is available as loose tea or sold as tea bags. Tea bags are preferred since most flavorings of tea only require a minute or two to boil, as compared to the much longer brewing times of regular black tea. Flavored teas contain volatile flavor components, which evaporate if the tea is brewed for an excessively long time. Flavored tea is available in the form of dried leaves, powder, and CTC tea. A CTC tea derives a production process which means

crush, tear, curl. It is a process by which a number of cylindrical rollers are used to make cut tea pellet.

According to an article of Tea Board official 2022, the size of the flavored tea market is around 60 million kilograms. However, this figure is an estimate based on the assumption that 10% of all packet tea is consumed as flavored tea. The flavored tea market in India makes up around 0.5% of domestic consumption, and growth in this sector has reached a rate of 40-45%. According to the Tea Association of the USA, Americans consumed more than 3.6 billion gallons, or more than 80 billion servings, of tea in 2021. The rising demand for flavored tea among consumers globally will boost the global flavored tea market during the forecast period.

### Popularity of Flavored Tea Among Young Consumers is Increasing

The demand for flavored tea is rising among young consumers with the availability of various flavors of tea in the market globally. Millennials prefer flavored tea to traditionally brewed tea. Generation Z has helped to expand the demand for flavored tea beverages globally. Some of the benefits of drinking flavored tea include reduced stress levels, increasing antioxidant development, and maintaining of hydration level. As a result consumers' adoption of flavored tea throughout the projected period, especially among younger generations, will expand the market for flavored tea globally. Additionally, the market is anticipated to prosper from the constant exploration of new flavored tea products by young consumers and wellness enthusiasts, who have become selective about their dietetic choices. Thus, the demand for drinking flavored tea among the young generation is the major factor driving the market revenue growth globally during the forecast period.

### Availability of Wide Range of Products will Boost the Market

During the projected period, the global market for flavored tea is anticipated to rise strongly due to the launch of new tea flavors including lemon, mint, ginger, aloe vera, cinnamon, chocolate, honey, and various others. The range of flavored tea is also available in floral flavors such as chamomile, jasmine, hibiscus, etc. The preference of customers for flavored beverages to enhance flavors while paying attention to health benefits could be the cause of the increase in demand. Thus, many companies have introduced new flavored teas with a variety of tastes to reach a wider range of consumers. Therefore, the availability of a range of flavored teas across the world is leading to an expanding consumer base, which is anticipated to fuel the expansion of the global market during the forecast period.

## Changing Consumer Behavior Will Boost the Market

Recent years have seen a shift in customer preference from traditional tea to flavored tea. Due to the health advantages associated with its consumption, a significant section of customers is choosing flavored tea over regular tea and carbonated drinks regularly. Moreover, consumers are adopting flavored tea consumption on regular basis to detoxify the body. This aspect has fueled market expansion, along with consumers' shifting preferences for flavored tea. The enhanced aroma of the flavored tea helps reduce stress and relieve anxiety which is anticipated to increase the popularity of flavored tea in the coming years. Growing personal incomes and modernization are the factors that have resulted in the adoption of new eating and drinking patterns and contributed to the expansion of this segment. The above-mentioned factor is anticipated to drive the global flavored tea market, along with changing consumer behavior globally during the forecast period.

## Market Segmentation

The global flavored tea market is segmented based on type, product type, packaging type, flavor, distribution channel, regional distribution and competitive landscape. The market is divided into dried leaves, powder, and CTC tea based on type. Based on product type, the market is segmented into black tea, green tea, white tea, and others. Based on flavor, the market is segmented into fruits, flowers, herbs & spices, and others. Based on packaging type, the market is segmented into tea bags and loose tea. Based on distribution channel, the market is fragmented into supermarkets/hypermarkets, convenience stores, departmental stores, online stores, and others (direct sales, distributor & dealer sales, etc.).

## Company Profiles

R. Twinning and Company Limited, Numi, Inc., Unilever plc, Harney and Sons Fine Teas, Tata Consumer Products Limited, Goodricke Group Limited, WISSOTZKY INC., The Republic of Tea, Inc., Golden Tips Tea Co. Pvt. Ltd., Bettys & Taylors of Harrogate Ltd. are among the major market players in the global flavored tea market.

## Report Scope:

In this report, the global flavored tea market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Flavored Tea Market, By Type:

Dried Leaves

Powder

CTC Tea

#### Flavored Tea Market, By Product Type:

Black Tea

Green Tea

White Tea

Others

#### Flavored Tea Market, By Flavor:

Fruits

Flowers

Herbs & Spices

Others

#### Flavored Tea Market, By Packaging Type:

Tea Bags

Loose Tea

#### Flavored Tea Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online Stores

Others

Flavored Tea Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global flavored tea market.

Available Customizations:

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).

## Contents

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)**

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
  - 4.2.1. By Gender
  - 4.2.2. By Age
  - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Factors Influencing Purchase Decision
- 4.5. Challenges Faced After Purchase

### **5. GLOBAL FLAVORED TEA MARKET OUTLOOK**

## 5.1. Market Size & Forecast

### 5.1.1. By Value

## 5.2. Market Share & Forecast

### 5.2.1. By Type Market Share Analysis (Dried Leaves, Powder, CTC Tea)

### 5.2.2. By Product Type Market Share Analysis (Black Tea, Green Tea, White Tea, Others)

### 5.2.3. By Flavor Market Share Analysis (Fruits, Flowers, Herbs & Spices, Others)

### 5.2.4. By Packaging Type Market Share Analysis (Tea Bags, Loose Tea)

### 5.2.5. By Distribution Channel Market Share Analysis (Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online Stores, Others (Direct Sales, Distributor & Dealer Sales etc.))

### 5.2.6. By Regional Market Share Analysis

#### 5.2.6.1. North America Market Share Analysis

#### 5.2.6.2. Asia -Pacific Market Share Analysis

#### 5.2.6.3. Europe Market Share Analysis

#### 5.2.6.4. South America Market Share Analysis

#### 5.2.6.5. Middle East & Africa Market Share Analysis

### 5.2.7. By Top 5 Companies Market Share Analysis, Others (2022)

## 5.3. Global Flavored Tea Mapping & Opportunity Assessment

### 5.3.1. By Type Market Mapping & Opportunity Assessment

### 5.3.2. By Product Type Market Mapping & Opportunity Assessment

### 5.3.3. By Flavor Market Mapping & Opportunity Assessment

### 5.3.4. By Packaging Type Market Mapping & Opportunity Assessment

### 5.3.5. By Distribution Channel Market Mapping & Opportunity Assessment

### 5.3.6. By Regional Market Mapping & Opportunity Assessment

## 6. NORTH AMERICA FLAVORED TEA MARKET OUTLOOK

### 6.1. Market Size & Forecast

#### 6.1.1. By Value

### 6.2. Market Share & Forecast

#### 6.2.1. By Type Market Share Analysis

#### 6.2.2. By Product Type Market Share Analysis

#### 6.2.3. By Flavor Market Share Analysis

#### 6.2.4. By Packaging Type Market Share Analysis

#### 6.2.5. By Distribution Channel Market Share Analysis

#### 6.2.6. By Country Market Share Analysis

##### 6.2.6.1. United States Flavored Tea Market Outlook

###### 6.2.6.1.1. Market Size & Forecast



- 6.2.6.1.1.1. By Value
- 6.2.6.1.2. Market Share & Forecast
  - 6.2.6.1.2.1. By Type Market Share Analysis
  - 6.2.6.1.2.2. By Product Type Market Share Analysis
  - 6.2.6.1.2.3. By Flavor Market Share Analysis
  - 6.2.6.1.2.4. By Packaging Type Market Share Analysis
  - 6.2.6.1.2.5. By Distribution Channel Market Share Analysis
- 6.2.6.2. Canada Flavored Tea Market Outlook
  - 6.2.6.2.1. Market Size & Forecast
    - 6.2.6.2.1.1. By Value
  - 6.2.6.2.2. Market Share & Forecast
    - 6.2.6.2.2.1. By Type Market Share Analysis
    - 6.2.6.2.2.2. By Product Type Market Share Analysis
    - 6.2.6.2.2.3. By Flavor Market Share Analysis
    - 6.2.6.2.2.4. By Packaging Type Market Share Analysis
    - 6.2.6.2.2.5. By Distribution Channel Market Share Analysis
- 6.2.6.3. Mexico Flavored Tea Market Outlook
  - 6.2.6.3.1. Market Size & Forecast
    - 6.2.6.3.1.1. By Value
  - 6.2.6.3.2. Market Share & Forecast
    - 6.2.6.3.2.1. By Type Market Share Analysis
    - 6.2.6.3.2.2. By Product Type Market Share Analysis
    - 6.2.6.3.2.3. By Flavor Market Share Analysis
    - 6.2.6.3.2.4. By Packaging Type Market Share Analysis
    - 6.2.6.3.2.5. By Distribution Channel Market Share Analysis

## **7. EUROPE FLAVORED TEA MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type Market Share Analysis
  - 7.2.2. By Product Type Market Share Analysis
  - 7.2.3. By Flavor Market Share Analysis
  - 7.2.4. By Packaging Type Market Share Analysis
  - 7.2.5. By Distribution Channel Market Share Analysis
  - 7.2.6. By Country Market Share Analysis
    - 7.2.6.1. Germany Flavored Tea Market Outlook
      - 7.2.6.1.1. Market Size & Forecast

- 7.2.6.1.1.1. By Value
- 7.2.6.1.2. Market Share & Forecast
  - 7.2.6.1.2.1. By Type Market Share Analysis
  - 7.2.6.1.2.2. By Product Type Market Share Analysis
  - 7.2.6.1.2.3. By Flavor Market Share Analysis
  - 7.2.6.1.2.4. By Packaging Type Market Share Analysis
  - 7.2.6.1.2.5. By Distribution Channel Market Share Analysis
- 7.2.6.2. France Flavored Tea Market Outlook
  - 7.2.6.2.1. Market Size & Forecast
    - 7.2.6.2.1.1. By Value
  - 7.2.6.2.2. Market Share & Forecast
    - 7.2.6.2.2.1. By Type Market Share Analysis
    - 7.2.6.2.2.2. By Product Type Market Share Analysis
    - 7.2.6.2.2.3. By Flavor Market Share Analysis
    - 7.2.6.2.2.4. By Packaging Type Market Share Analysis
    - 7.2.6.2.2.5. By Distribution Channel Market Share Analysis
- 7.2.6.3. United Kingdom Flavored Tea Market Outlook
  - 7.2.6.3.1. Market Size & Forecast
    - 7.2.6.3.1.1. By Value
  - 7.2.6.3.2. Market Share & Forecast
    - 7.2.6.3.2.1. By Type Market Share Analysis
    - 7.2.6.3.2.2. By Product Type Market Share Analysis
    - 7.2.6.3.2.3. By Flavor Market Share Analysis
    - 7.2.6.3.2.4. By Packaging Type Market Share Analysis
    - 7.2.6.3.2.5. By Distribution Channel Market Share Analysis
- 7.2.6.4. Italy Flavored Tea Market Outlook
  - 7.2.6.4.1. Market Size & Forecast
    - 7.2.6.4.1.1. By Value
  - 7.2.6.4.2. Market Share & Forecast
    - 7.2.6.4.2.1. By Type Market Share Analysis
    - 7.2.6.4.2.2. By Product Type Market Share Analysis
    - 7.2.6.4.2.3. By Flavor Market Share Analysis
    - 7.2.6.4.2.4. By Packaging Type Market Share Analysis
    - 7.2.6.4.2.5. By Distribution Channel Market Share Analysis
- 7.2.6.5. Spain Flavored Tea Market Outlook
  - 7.2.6.5.1. Market Size & Forecast
    - 7.2.6.5.1.1. By Value
  - 7.2.6.5.2. Market Share & Forecast
    - 7.2.6.5.2.1. By Type Market Share Analysis

- 7.2.6.5.2.2. By Product Type Market Share Analysis
- 7.2.6.5.2.3. By Flavor Market Share Analysis
- 7.2.6.5.2.4. By Packaging Type Market Share Analysis
- 7.2.6.5.2.5. By Distribution Channel Market Share Analysis

## **8. ASIA-PACIFIC FLAVORED TEA MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Type Market Share Analysis

#### 8.2.2. By Product Type Market Share Analysis

#### 8.2.3. By Flavor Market Share Analysis

#### 8.2.4. By Packaging Type Market Share Analysis

#### 8.2.5. By Distribution Channel Market Share Analysis

#### 8.2.6. By Country Market Share Analysis

##### 8.2.6.1. China Flavored Tea Market Outlook

###### 8.2.6.1.1. Market Size & Forecast

###### 8.2.6.1.1.1. By Value

###### 8.2.6.1.2. Market Share & Forecast

###### 8.2.6.1.2.1. By Type Market Share Analysis

###### 8.2.6.1.2.2. By Product Type Market Share Analysis

###### 8.2.6.1.2.3. By Flavor Market Share Analysis

###### 8.2.6.1.2.4. By Packaging Type Market Share Analysis

###### 8.2.6.1.2.5. By Distribution Channel Market Share Analysis

##### 8.2.6.2. India Flavored Tea Market Outlook

###### 8.2.6.2.1. Market Size & Forecast

###### 8.2.6.2.1.1. By Value

###### 8.2.6.2.2. Market Share & Forecast

###### 8.2.6.2.2.1. By Type Market Share Analysis

###### 8.2.6.2.2.2. By Product Type Market Share Analysis

###### 8.2.6.2.2.3. By Flavor Market Share Analysis

###### 8.2.6.2.2.4. By Packaging Type Market Share Analysis

###### 8.2.6.2.2.5. By Distribution Channel Market Share Analysis

##### 8.2.6.3. Japan Flavored Tea Market Outlook

###### 8.2.6.3.1. Market Size & Forecast

###### 8.2.6.3.1.1. By Value

###### 8.2.6.3.2. Market Share & Forecast

###### 8.2.6.3.2.1. By Type Market Share Analysis

- 8.2.6.3.2.2. By Product Type Market Share Analysis
- 8.2.6.3.2.3. By Flavor Market Share Analysis
- 8.2.6.3.2.4. By Packaging Type Market Share Analysis
- 8.2.6.3.2.5. By Distribution Channel Market Share Analysis
- 8.2.6.4. South Korea Flavored Tea Market Outlook
  - 8.2.6.4.1. Market Size & Forecast
    - 8.2.6.4.1.1. By Value
  - 8.2.6.4.2. Market Share & Forecast
    - 8.2.6.4.2.1. By Type Market Share Analysis
    - 8.2.6.4.2.2. By Product Type Market Share Analysis
    - 8.2.6.4.2.3. By Flavor Market Share Analysis
    - 8.2.6.4.2.4. By Packaging Type Market Share Analysis
    - 8.2.6.4.2.5. By Distribution Channel Market Share Analysis
- 8.2.6.5. Australia Flavored Tea Market Outlook
  - 8.2.6.5.1. Market Size & Forecast
    - 8.2.6.5.1.1. By Value
  - 8.2.6.5.2. Market Share & Forecast
    - 8.2.6.5.2.1. By Type Market Share Analysis
    - 8.2.6.5.2.2. By Product Type Market Share Analysis
    - 8.2.6.5.2.3. By Flavor Market Share Analysis
    - 8.2.6.5.2.4. By Packaging Type Market Share Analysis
    - 8.2.6.5.2.5. By Distribution Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA FLAVORED TEA MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type Market Share Analysis
  - 9.2.2. By Product Type Market Share Analysis
  - 9.2.3. By Flavor Market Share Analysis
  - 9.2.4. By Packaging Type Market Share Analysis
  - 9.2.5. By Distribution Channel Market Share Analysis
  - 9.2.6. By Country Market Share Analysis
    - 9.2.6.1. Saudi Arabia Flavored Tea Market Outlook
      - 9.2.6.1.1. Market Size & Forecast
        - 9.2.6.1.1.1. By Value
      - 9.2.6.1.2. Market Share & Forecast
        - 9.2.6.1.2.1. By Type Market Share Analysis

- 9.2.6.1.2.2. By Product Type Market Share Analysis
- 9.2.6.1.2.3. By Flavor Market Share Analysis
- 9.2.6.1.2.4. By Packaging Type Market Share Analysis
- 9.2.6.1.2.5. By Distribution Channel Market Share Analysis
- 9.2.6.2. UAE Flavored Tea Market Outlook
  - 9.2.6.2.1. Market Size & Forecast
    - 9.2.6.2.1.1. By Value
  - 9.2.6.2.2. Market Share & Forecast
    - 9.2.6.2.2.1. By Type Market Share Analysis
    - 9.2.6.2.2.2. By Product Type Market Share Analysis
    - 9.2.6.2.2.3. By Flavor Market Share Analysis
    - 9.2.6.2.2.4. By Packaging Type Market Share Analysis
    - 9.2.6.2.2.5. By Distribution Channel Market Share Analysis
- 9.2.6.3. South Africa Flavored Tea Market Outlook
  - 9.2.6.3.1. Market Size & Forecast
    - 9.2.6.3.1.1. By Value
  - 9.2.6.3.2. Market Share & Forecast
    - 9.2.6.3.2.1. By Type Market Share Analysis
    - 9.2.6.3.2.2. By Product Type Market Share Analysis
    - 9.2.6.3.2.3. By Flavor Market Share Analysis
    - 9.2.6.3.2.4. By Packaging Type Market Share Analysis
    - 9.2.6.3.2.5. By Distribution Channel Market Share Analysis

## **10. SOUTH AMERICA FLAVORED TEA MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Type Market Share Analysis
  - 10.2.2. By Product Type Market Share Analysis
  - 10.2.3. By Flavor Market Share Analysis
  - 10.2.4. By Packaging Type Market Share Analysis
  - 10.2.5. By Distribution Channel Market Share Analysis
  - 10.2.6. By Country Market Share Analysis
    - 10.2.6.1. Brazil Flavored Tea Market Outlook
      - 10.2.6.1.1. Market Size & Forecast
        - 10.2.6.1.1.1. By Value
        - 10.2.6.1.1.2. By Volume
      - 10.2.6.1.2. Market Share & Forecast

- 10.2.6.1.2.1. By Type Market Share Analysis
- 10.2.6.1.2.2. By Product Type Market Share Analysis
- 10.2.6.1.2.3. By Flavor Market Share Analysis
- 10.2.6.1.2.4. By Packaging Type Market Share Analysis
- 10.2.6.1.2.5. By Distribution Channel Market Share Analysis
- 10.2.6.2. Colombia Flavored Tea Market Outlook
  - 10.2.6.2.1. Market Size & Forecast
    - 10.2.6.2.1.1. By Value
    - 10.2.6.2.1.2. By Volume
  - 10.2.6.2.2. Market Share & Forecast
    - 10.2.6.2.2.1. By Type Market Share Analysis
    - 10.2.6.2.2.2. By Product Type Market Share Analysis
    - 10.2.6.2.2.3. By Flavor Market Share Analysis
    - 10.2.6.2.2.4. By Packaging Type Market Share Analysis
    - 10.2.6.2.2.5. By Distribution Channel Market Share Analysis
- 10.2.6.3. Argentina Flavored Tea Market Outlook
  - 10.2.6.3.1. Market Size & Forecast
    - 10.2.6.3.1.1. By Value
  - 10.2.6.3.2. Market Share & Forecast
    - 10.2.6.3.2.1. By Type Market Share Analysis
    - 10.2.6.3.2.2. By Product Type Market Share Analysis
    - 10.2.6.3.2.3. By Flavor Market Share Analysis
    - 10.2.6.3.2.4. By Packaging Type Market Share Analysis
    - 10.2.6.3.2.5. By Distribution Channel Market Share Analysis

## **11. MARKET DYNAMICS**

### 11.1. Drivers

- 11.1.1. Increasing Demand of Flavored Tea
- 11.1.2. Popularity of Flavored Tea Among Young Consumers
- 11.1.3. Expansion of Product Range Flavored Tea

### 11.2. Challenges

- 11.2.1. High Prices of Flavored Tea
- 11.2.2. Availability of Substitute for Flavored Tea

## **12. IMPACT OF COVID-19 ON GLOBAL FLAVORED TEA MARKET**

### 12.1. Impact Assessment Model

- 12.1.1. Key Segments Impacted

- 12.1.2. Key Regions Impacted
- 12.1.3. Key Countries Impacted
- 12.1.4. Key Distribution Channel Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

- 13.1. Adoption of Flavored Tea For Medicinal Purpose
- 13.2. Ease of Availability of Flavored Tea
- 13.3. Growing Ecommerce Platform of Flavored Tea
- 13.4. Accessibility of Flavored Tea from Various Sales Channel
- 13.5. Increasing Startups of Flavored Tea

## **14. PORTER'S FIVE FORCES MODEL**

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

## **15. SWOT ANALYSIS**

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

## **16. COMPETITIVE LANDSCAPE**

- 16.1. Company Profiles
  - 16.1.1. R. Twining and Company Limited
    - 16.1.1.1. Company Details
    - 16.1.1.2. Product & Services
    - 16.1.1.3. Financials (As Per Availability)
    - 16.1.1.4. Key Market Focus & Geographical Presence
    - 16.1.1.5. Recent Developments
    - 16.1.1.6. Key Management Personnel
  - 16.1.2. Numi, Inc.
    - 16.1.2.1. Company Details

- 16.1.2.2. Product & Services
- 16.1.2.3. Financials (As Per Availability)
- 16.1.2.4. Key Market Focus & Geographical Presence
- 16.1.2.5. Recent Developments
- 16.1.2.6. Key Management Personnel
- 16.1.3. Unilever plc
  - 16.1.3.1. Company Details
  - 16.1.3.2. Product & Services
  - 16.1.3.3. Financials (As Per Availability)
  - 16.1.3.4. Key Market Focus & Geographical Presence
  - 16.1.3.5. Recent Developments
  - 16.1.3.6. Key Management Personnel
- 16.1.4. Harney and Sons Fine Teas
  - 16.1.4.1. Company Details
  - 16.1.4.2. Product & Services
  - 16.1.4.3. Financials (As Per Availability)
  - 16.1.4.4. Key Market Focus & Geographical Presence
  - 16.1.4.5. Recent Developments
  - 16.1.4.6. Key Management Personnel
- 16.1.5. Tata Consumer Products Limited
  - 16.1.5.1. Company Details
  - 16.1.5.2. Product & Services
  - 16.1.5.3. Financials (As Per Availability)
  - 16.1.5.4. Key Market Focus & Geographical Presence
  - 16.1.5.5. Recent Developments
  - 16.1.5.6. Key Management Personnel
- 16.1.6. Goodricke Group Limited
  - 16.1.6.1. Company Details
  - 16.1.6.2. Product & Services
  - 16.1.6.3. Financials (As Per Availability)
  - 16.1.6.4. Key Market Focus & Geographical Presence
  - 16.1.6.5. Recent Developments
  - 16.1.6.6. Key Management Personnel
- 16.1.7. WISSOTZKY INC.
  - 16.1.7.1. Company Details
  - 16.1.7.2. Product & Services
  - 16.1.7.3. Financials (As Per Availability)
  - 16.1.7.4. Key Market Focus & Geographical Presence
  - 16.1.7.5. Recent Developments



- 16.1.7.6. Key Management Personnel
- 16.1.8. The Republic of Tea, Inc.
  - 16.1.8.1. Company Details
  - 16.1.8.2. Product & Services
  - 16.1.8.3. Financials (As Per Availability)
  - 16.1.8.4. Key Market Focus & Geographical Presence
  - 16.1.8.5. Recent Developments
  - 16.1.8.6. Key Management Personnel
- 16.1.9. Golden Tips Tea Co. Pvt. Ltd.
  - 16.1.9.1. Company Details
  - 16.1.9.2. Product & Services
  - 16.1.9.3. Financials (As Per Availability)
  - 16.1.9.4. Key Market Focus & Geographical Presence
  - 16.1.9.5. Recent Developments
  - 16.1.9.6. Key Management Personnel
- 16.1.10. Bettys & Taylors of Harrogate Ltd.
  - 16.1.10.1. Company Details
  - 16.1.10.2. Product & Services
  - 16.1.10.3. Financials (As Per Availability)
  - 16.1.10.4. Key Market Focus & Geographical Presence
  - 16.1.10.5. Recent Developments
  - 16.1.10.6. Key Management Personnel

## **17. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 17.1. Key Focus Areas
- 17.2. Target Product Type
- 17.3. Target Distribution Channel

## **18. ABOUT US & DISCLAIMER**

(Note: The companies list can be customized based on the client requirements.)

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