

Green Tea Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Flavored, Unflavored), By Form (Tea Bags, Powder, Loose Leaves), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online, Others (Direct Sales, etc.)), By Region, Competition

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Abstracts

Global green tea market is witnessing robust growth, owing to the rising demand for healthy drinks among health-conscious consumers due to the rising awareness of health-related issues like obesity and high blood pressure, which will grow the market of green tea during the forecast period globally. Consumers are becoming more concerned with living a healthy lifestyle, thereby increasing the awareness of green tea's health advantages. Green tea has health benefits which may include improved brain function, fat loss, and lowered risk of heart diseases. Therefore, the above-mentioned factors are driving the demand for the green tea market across the globe during the forecast period.

Green tea is a type of tea made from *Camellia sinensis* leaves and buds. Green tea is one of the least processed types of tea as it is produced from unoxidized leaves. This is why it has the highest concentration of protective polyphenols and antioxidants. Green tea was first produced in China, and since then, other East Asian countries have started to produce and manufacture it. Green tea is beneficial for treating a variety of illnesses, including depression, and various types of disorders, such as the cellular breakdown in the lungs, malignant liver development, colon malignancy, stomach malignancy, and many more. Primarily, three varieties of green tea are available for consumption i.e., tea bags, powder, and loose leaves. Green tea leaves powder is also known as Matcha,

which is traditionally consumed in East Asia.

According to the World Green Tea Association, the annual global consumption of green tea is about 600,000 tonnes. It is about 1/5 of the total consumption of all kinds of tea. Mainly green tea is consumed in East Asia countries. The largest consumer of green tea is from China. Approximately 50% of the world's green tea is consumed by people in China. The second-largest green tea-consuming country is Japan. Japan consumes over 80,000 tonnes of green tea annually. Each year, 30,000 tonnes of green tea are consumed in Indonesia and 20,000 tonnes in Vietnam. Thus, the demand for green tea will expand during the forecast period across the globe.

Rising Awareness of Health Benefits of Green Tea Aids the Market Growth

Drinking green tea has many health benefits due to the presence of caffeine and the antioxidant flavonoid catechin, which accelerates metabolism. Both caffeine and catechin stimulate the body to consume more energy, and catechin may specifically help with fat breakdown. Additionally, the antioxidant in green tea can cleanse the body of accumulated toxins and improve health. Several clinical research demonstrates that the use of antioxidants and flavonoids improves cardiovascular health, physical and mental stress response, and many other bodily functions. Green tea consumption lowers the risk of developing cancer and diabetes, promotes weight reduction, strengthens the body's immunity, improves concentration, and reduces stress. Thus, the various health benefits associated with drinking green tea are the major factors driving the market revenue growth globally, during the forecast period.

Expansion of Flavored Green Tea Boosts the Market Growth

The rise in demand can be due to consumers' increasing preference for flavored beverages to improve their taste. To reach out to a wider range of consumers, many companies have launched new green tea drinks in a variety of flavors, such as Lemon & Ginger, Kashmiri Kahwa, Cloves, Aloe Vera, etc. Due to their alluring flavors and nutritional qualities, flavored green tea is becoming more popular. The widespread availability of various green tea flavors and the rising desire for flavored beverages especially among young consumers are the main drivers of this expansion. Therefore, the gaining popularity of flavored green tea is driving the growth of the green tea market during the forecast period, globally.

Increasing Demand of Functional Beverages Boost the Market Growth

In the never-ending search for better health, consumers, particularly millennials and Gen Z, are increasingly opting for functional beverages that offer nutritional advantages. The demand for functional beverages among consumers has significantly increased as a result of the growing trend of healthy hydration and nutrition on the go. High levels of antioxidants found in green tea reduce cell and tissue aging and enhance healthy processes in the body. The market is expanding due to the rising demand for beverages that are nutrient-rich to lower the chance of developing certain health issues. The growth of the green tea market is also supported by increased research and innovation efforts to create new tea varieties, such as those that are naturally flavored, organic, pure, and ecologically friendly. Therefore, the demand for the green tea industry has seen rapid growth with the rising demand for green tea as a functional beverage among consumers, globally, during the forecast period.

Market Segmentation

The global green tea market is segmented based on product type, form, and distribution channel. The market is divided into flavored and unflavored based on product type. Based on form, the market is segmented into tea bags, powder, and loose leaves. Based on distribution channels, the market is fragmented into supermarkets/hypermarkets, convenience stores, departmental stores, online stores, and others (direct sales, distributor & dealer sales etc.). The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

Associated British Foods plc, The Republic of Tea, Inc., Unilever plc, Tata Consumer Products Limited, The Bigelow Tea Company, East West Tea Company, LLC, SHANGRI-LA TEA COMPANY INC., Numi, Inc., Keurig Dr Pepper Inc, Teavana Corporation are among the major market players in the global platform that lead the market growth of the global green tea market.

Report Scope:

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

Global Green Tea Market, By Product Type:

Flavored

Unflavored

Global Green Tea Market, By Form:

Tea Bags

Powder

Loose Leaves

Global Green Tea Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online

Others

Global Green Tea Market, By Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

North America

United States

Canada

Mexico

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 green

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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).

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