

India Green Tea Market By Type (Flavoured, Unflavoured), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Stores, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

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Abstracts

The India Green Tea Market was valued at USD 566.34 Million in 2024 and is expected to reach USD 1204.25 Million by 2030 with a CAGR of 13.40% during the forecast period. The India green tea market is experiencing steady growth, driven by increasing health consciousness, rising disposable incomes, and evolving consumer preferences toward wellness products. Growing awareness of the antioxidant and weight management benefits of green tea has fueled demand across urban and semi-urban areas. Additionally, the expansion of e-commerce platforms and premium tea brands offering organic and flavored variants has boosted market penetration.

Key Market Drivers

Rising Health Consciousness and Consumer Awareness

The increasing awareness regarding health benefits associated with green tea consumption is a major driver of market growth in India. In 2024, fueled by growing health consciousness and shifting consumer preferences, India's wellness market is anticipated to expand steadily at a rate of 5%. Green tea is widely recognized for its antioxidant properties, aiding in weight management, metabolism improvement, and reducing the risk of chronic diseases like diabetes and cardiovascular ailments. As consumers shift towards healthier lifestyles, demand for green tea has surged, particularly in urban and semi-urban regions. Additionally, widespread information on social media and endorsements by fitness influencers and health professionals have

contributed to the growing preference for green tea over traditional tea and other beverages. This trend is further amplified by the rise of preventive healthcare practices, as consumers seek natural and organic alternatives to boost immunity and overall well-being.

Key Market Challenges

High Price Sensitivity and Affordability Concerns

One of the significant challenges facing the India green tea market is the high price sensitivity among consumers. Compared to traditional black tea, green tea is often priced at a premium due to its perceived health benefits, specialized processing, and organic or premium branding. However, a large segment of Indian consumers, particularly in rural areas, remains hesitant to spend extra on green tea when black tea is more affordable and culturally ingrained in daily routines. Even in urban markets, where health-conscious consumers are more inclined toward green tea, price variations between different brands and product types can influence purchasing decisions. This challenge is further compounded by the presence of cheaper herbal and ayurvedic alternatives, which some consumers view as equally beneficial for health at a lower cost. To address this issue, companies must find ways to balance affordability with product quality while leveraging smaller packaging sizes, bulk discounts, and strategic pricing to penetrate the broader market.

Key Market Trends

Increasing Popularity of Functional and Flavored Green Teas

A significant trend shaping the India green tea market is the rising demand for functional and flavored green teas. While plain green tea remains popular, many consumers seek added benefits through herbal infusions and innovative blends. Brands are introducing green tea infused with ingredients like tulsi, ginger, ashwagandha, turmeric, and moringa, which appeal to Indian consumers who associate these elements with traditional wellness. Flavored green tea, including options like honey-lemon, mint, jasmine, and berries, is gaining traction as it offers a more enjoyable taste while retaining health benefits. This shift caters to younger demographics and first-time green tea consumers who may find the natural taste of green tea too bitter. As demand for personalized health and wellness products grows, brands are focusing on functional teas targeting specific needs such as detoxification, stress relief, digestion, and immunity-boosting.

Key Market Players

Organic India Pvt. Ltd.

Tata Consumer Products Ltd.

Girnar Food and Beverages Pvt. Ltd.

Hindustan Unilever Ltd.

Amar Tea Pvt. Ltd.

Sresta Natural Bioproducts Pvt. Ltd.

Nestl? Alimentana SA

Dilmah Ceylon Tea Company PLC.

Panella Foods and Beverages Private Limited

Teaxpress Pvt. Ltd.

Report Scope:

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

India Green Tea Market, By Type:

Flavoured

Unflavoured

India Green Tea Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online Stores

Others

India Green Tea Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Green Tea Market.

Available Customizations:

India Green 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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