

# **Moringa Tea Market - Global Industry Size, Share, Trends, Opportunity and Forecast, By Form (Loose Leaf, Tea Bag), By Nature (Organic, Regular), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Moringa Tea Market is projected to expand from USD 6.79 Billion in 2025 to USD 13.88 Billion by 2031, registering a CAGR of 12.66%. Derived from the dried leaves of the Moringa oleifera tree, this herbal infusion is prized for its distinct earthy flavor and high concentration of bioactive compounds. The market's growth is primarily driven by the beverage's inherent nutritional density, which resonates with the global shift toward preventative healthcare, as well as rising consumer demand for caffeine-free functional drinks that provide immune support. These fundamental characteristics create a foundation for sustained demand, distinguishing the product from temporary wellness trends.

Data from the Department of Horticulture and Plantation Crops indicates that during the 2023-24 agricultural cycle, moringa production reached 841,807 metric tons in the industry's leading cultivation region, securing a substantial raw material supply for tea manufacturers. Despite this robust production volume, a major obstacle hindering rapid market expansion is the inconsistency in supply chain quality standards. This creates significant challenges for exporters attempting to comply with rigorous food safety regulations in premium markets, such as the European Union.

## **Market Driver**

The global classification of Moringa as a superfood serves as a primary catalyst for the market, as international consumers increasingly appreciate its exceptional nutritional profile, which includes high levels of iron, calcium, and antioxidants. This elevated status has transformed the product from a regional staple into a globally traded commodity, leading to a significant rise in export volumes from major cultivation hubs to premium Western markets. Recent trade statistics highlight this surge; according to Export Import Data, moringa powder exports from India included 818 shipments between November 2023 and October 2024, reflecting a 16% increase over the prior year. This upward trend demonstrates how the superfood label effectively drives cross-border commerce and promotes widespread adoption.

Concurrently, the rising demand for nutrient-rich functional beverages is reshaping product portfolios, with health-conscious consumers actively seeking caffeine-free, immunity-boosting alternatives to traditional tea and coffee. Manufacturers are responding by prioritizing herbal infusions where moringa is the key ingredient, leveraging its functional benefits for digestive health and energy regulation. This strategic focus is evident in the financial results of leading wellness brands; according to ICRA, in October 2024, tea and herbal infusions accounted for approximately 67% of Organic India Private Limited's revenue in FY2024, confirming the commercial viability of functional tea blends. To support this expanding consumption, the Agricultural and Processed Food Products Export Development Authority (APEDA) reported in 2024 that India meets 80% of the global demand for moringa, ensuring a reliable supply chain for these value-added applications.

## **Market Challenge**

A critical bottleneck for the global moringa tea market is the inconsistency in supply chain quality standards. This issue arises from the difficulty in maintaining uniform purity across agricultural yields, often resulting in shipments that contain unauthorized substances such as ethylene oxide or excessive pesticide residues. Since major importers like the European Union enforce strict compliance regimes, these quality variances lead to frequent border rejections and mandatory product destruction. Such operational unpredictability discourages distributors from committing to long-term contracts and increases financial risk for exporters, effectively limiting the market's expansion potential despite consumer interest.

The severity of this compliance barrier is reinforced by recent trade data. According to the Centre for the Promotion of Imports (CBI), in 2024, it was reported that pesticide residues constituted nearly 30% of all food safety issues flagged in the European import

market. This high incidence of non-compliance directly impacts the moringa sector, where the prevalence of such residues remains a primary cause for market exclusion. Consequently, until exporters can align with these rigorous safety benchmarks, the industry will continue to face restricted market access and suppressed growth rates, limiting the conversion of raw supply into tradable value.

## **Market Trends**

The development of flavor-masking herbal blends represents a decisive trend aimed at overcoming sensory barriers associated with the strong, vegetal taste of pure moringa leaves. To broaden consumer acceptance beyond niche health enthusiasts, manufacturers are aggressively formulating complex infusions that pair moringa with palatable masking agents like lemongrass, ginger, and fruit extracts, effectively positioning the product as a premium lifestyle beverage. This strategic innovation is evident in the product development cycles of major industry players; according to Tata Consumer Products Limited's 'Integrated Annual Report 2023-24' published in June 2024, the company reported a 2.40 times increase in health and wellness-focused new product launches compared to FY 2020-21, reflecting the sector's pivot towards functional, better-tasting blends.

Simultaneously, the adoption of biodegradable and plant-based packaging materials is becoming a critical requirement for market access, driven by escalating environmental regulations and consumer demand for plastic-free products. Tea producers are increasingly replacing conventional nylon and plastic-lined sachets with compostable alternatives derived from renewable resources like corn starch and abaca to ensure the product's sustainability profile matches its organic contents. This operational overhaul is highlighted by recent corporate disclosures; according to Tata Consumer Products GB Limited's 'Directors' Report for the year ended 31 March 2024', released in May 2024, the company successfully transitioned its out-of-home envelope range to utilize 100% recyclable packaging and plastic-free tea bags, setting a new benchmark for supply chain compliance.

## **Key Market Players**

Kuli Kuli Foods

Grenera Nutrients Private Limited

Rootalive Inc.

Silver Roots

The Good Leaf

Treta Agro (P) Ltd

Dharmsala Tea Company

Rainbow Expochem Company

Plants Med Laboratories Pvt. Ltd

Apex International

## **Report Scope**

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

Moringa Tea Market, By Form

Loose Leaf

Tea Bag

Moringa Tea Market, By Nature

Organic

Regular

Moringa Tea Market, By Distribution Channel

Supermarket & Hypermarket

Convenience Stores

Specialty Stores

Online

Others

## Moringa 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 Moringa Tea Market.

## Available Customizations:

Global Moringa 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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