

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

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Abstracts

The global tea market is experiencing robust growth due to its increasing acceptance as a regular beverage, particularly among the older generation and health-conscious consumers, replacing aerated drinks. The demand for tea is expected to be driven by the growing awareness of its numerous benefits, including its ability to strengthen bones and teeth, boost the immune system, lower the risk of cancer, kidney stones, cardiovascular diseases, and regulate blood cholesterol levels. These factors are significantly contributing to the demand for tea worldwide during the forecast period.

Tea, made from the leaves and buds of the *Camellia sinensis* plant, is the most popular beverage globally. The *Camellia sinensis* is a flowering evergreen shrub that thrives in tropical and subtropical regions. The production of tea involves a meticulous process that requires scientific understanding and attention to detail, encompassing multiple steps to obtain the final tea product. Tea is available in various forms, including powder, crushed form, and dried leaves.

According to the Tea Board, India consumed 89.24% of its total tea production in fiscal year 2020-21, with consumption increasing from 1,116 million kg in the previous fiscal year to 1,145 million kg in 2020-21, representing a 2.60% increase. Additionally, according to Tea Association of the United States data in 2022, over 159 million Americans consume tea daily. In 2021, more than 85 billion servings, equivalent to over 3.9 billion gallons, of tea were consumed in the United States. Black tea accounted for approximately 84% of all tea consumed, followed by green tea at 15%, and a small portion of oolong, white, and dark tea. With the rising consumption of tea, the tea market is expected to expand across the globe during the forecast period.

Health benefits contribute to the market's growth, as tea is a delightful beverage that is free from sodium, fat, sugar, and carbonation, making it low in calories. Tea promotes fluid balance and may improve overall health. Moreover, tea contains flavonoids, which are chemical compounds with antioxidant properties. These flavonoids often include bioactive molecules that help the body combat free radicals, which are believed to cause long-term damage to lipids, genetic material, and the development of chronic diseases. For example, studies have shown that individuals who regularly consume three or more cups of black tea daily have a lower risk of heart disease and stroke. Additionally, a study published in the American Journal of Clinical Nutrition found that black tea helps lower blood pressure and counteracts the detrimental effects of a high-fat meal on blood pressure and arterial blood flow among hypertensive participants. The various health benefits of tea mentioned above are driving the demand for tea worldwide.

The global market for tea is experiencing significant growth due to the increasing preference for herbal and green tea. Consumers are becoming more aware of the health benefits associated with these types of tea, leading to a rise in demand. Market competitors are also contributing to this growth by introducing new ingredients and flavors to attract customers. Manufacturers are investing in research and development to enhance the quality and taste of their tea products. For example, Green Hills recently introduced Rum and Honey Flavored Herbal Tea, which contains licorice, apple, cinnamon, and star anise, providing an alcoholic flavor without the actual alcohol content. The antioxidant properties of green and herbal tea are driving the growth of this market globally. Furthermore, the strong tea culture in countries like China, India, and Japan is contributing to the increasing demand for tea. People choose to drink tea not only for its calming effects and mood-enhancing properties but also for its immune-boosting benefits and refreshing qualities. In countries like India, tea is considered a staple beverage with numerous tea stalls found on nearly every street. As a result, the

global tea industry is experiencing rapid growth, attracting a larger consumer base worldwide.

Market Segmentation

The global tea market is segmented based on the product type, form, packaging type, distribution channel, region and competitive landscape. The market is divided into green tea, black tea, oolong tea, herbal tea, and white tea based on product type. Based on form, the market is segmented into powder and dried leaves. Based on packaging type, the market is further divided into tea bags and loose tea. Based on distribution channel, the market is divided into supermarkets/hypermarkets, convenience stores, departmental stores, online, and others such as direct sales, distributor & dealer sales, etc.

Company Profiles

Ito En, Ltd., Associated British Foods plc (Twinings), The Republic of Tea, Inc., Barry's Tea Limited, Hain Celestial Group, Inc., Unilever plc, Tata Consumer Products Limited, Nestlé S.A., Harney & Sons Tea Corp., Bettys & Taylors of Harrogate Ltd, are among the major market players in the global tea market.

Report Scope:

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

Global Tea Market, By Product Type:

Green Tea

Black Tea

Oolong Tea

Herbal Tea

White Tea

Global Tea Market, By Form:

Powder

Dried Leaves

Global Tea Market, By Packaging Type:

Tea bags

Loose Tea

Global Tea Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online

Others

Global 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

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global 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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