

# Global Packaged Tea Market: Insights & Forecast with Potential Impact of COVID-19 (2020-2024)

<https://marketpublishers.com/r/G1F4D6A4C56AEN.html>

Date: September 2020

Pages: 100

Price: US\$ 1,700.00 (Single User License)

ID: G1F4D6A4C56AEN

## Abstracts

The global packaged tea market is estimated to reach US\$65.22 billion in 2024, growing at a CAGR of 6.91% for the period spanning from 2020 to 2024. The factors such as increasing per capita disposable income, prevalence of tea culture, growing e-commerce, growing health awareness, introduction of healthy ingredients in tea and introduction of new flavors and new varieties in tea are expected to drive the market. However, growth of the industry will be challenged by fluctuating prices of raw materials caused by unpredictable climatic conditions and health related concerns. A few notable trends include increasing consumption of iced tea, increasing demand for herbal tea and rising popularity of organic tea.

The global packaged tea market is segmented into black, green, fruit/herbal, instant and others. The global packaged tea market is highly dominated by black tea owing to surge in caffeine beverages consumption and growing health and fitness awareness.

The global packaged tea market is expected to grow in future due to growing health and fitness awareness and introduction of additional healthy ingredients in tea. In terms of geographical areas, Asia Pacific is the major contributor to the global packaged tea market supported by increasing urban population, growing disposable income and growing awareness regarding health benefits.

Scope of the report:

The report provides a comprehensive analysis of the global packaged tea market, segmented into black, green, fruit/herbal, instant and others.

The major regional markets have been analyzed.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Unilever Group, Tata Consumer Products Ltd, Associated British Foods Plc, ITO EN, Ltd, Hain Celestial Group and DAVIDsTEA, Inc.) are also presented in detail.

**Key Target Audience:**

Packaged Tea Manufacturers

End Users

Consulting Firms

Investment Banks

Government Bodies & Regulating Authorities

## Contents

### **1. INTRODUCTION**

- 1.1 Tea
- 1.2 Types of Tea
- 1.3 Tea Packaging

### **2. IMPACT OF COVID-19**

- 2.1 Decline in Global GDP Growth
- 2.2 Rise in Unemployment
- 2.3 Decline in Global Trade
- 2.4 Decline in Industrial Production

### **3. GLOBAL PACKAGED TEA MARKET ANALYSIS**

- 3.1 Global Packaged Tea Market by Value
- 3.2 Global Packaged Tea Market Forecast by Value
- 3.3 Global Packaged Tea Market Volume
- 3.4 Global Packaged Tea Market Volume Forecast
- 3.5 Global Packaged Tea Market by Type
  - 3.5.1 Global Black Packaged Tea Market by Value
  - 3.5.2 Global Black Packaged Tea Market Forecast by Value
  - 3.5.3 Global Green Packaged Tea Market by Value
  - 3.5.4 Global Green Packaged Tea Market by Value
  - 3.5.5 Global Fruit/Herbal Packaged Tea Market by Value
  - 3.5.6 Global Fruit/Herbal Packaged Tea Market Forecast by Value
  - 3.5.7 Global Instant Packaged Tea Market by Value
  - 3.5.8 Global Instant Packaged Tea Market Forecast by Value
- 3.6 Global Packaged Tea Market Volume by Type
  - 3.6.1 Global Black Packaged Tea Market Volume
  - 3.6.2 Global Green Packaged Tea Market Volume
  - 3.6.3 Global Fruit/Herbal Packaged Tea Market Volume
- 3.7 Global Packaged Tea Market by Region

### **4. REGIONAL PACKAGED TEA MARKET ANALYSIS**

- 4.1 Asia Pacific

- 4.1.1 Asia Pacific Packaged Tea Market by Value
- 4.1.2 Asia Pacific Packaged Tea Market Forecast by Value
- 4.2 Western Europe
  - 4.2.1 Western Europe Packaged Tea Market by Value
  - 4.2.2 Western Europe Packaged Tea Market Forecast by Value
- 4.3 Middle East & Africa
  - 4.3.1 Middle East & Africa Packaged Tea Market by Value
  - 4.3.2 Middle East & Africa Packaged Tea Market Forecast by Value
- 4.4 Eastern Europe
  - 4.4.1 Eastern Europe Packaged Tea Market by Value
  - 4.4.2 Eastern Europe Packaged Tea Market Forecast by Value
- 4.5 North America
  - 4.5.1 North America Packaged Tea Market by Value
  - 4.5.2 North America Packaged Tea Market Forecast by Value

## **5. MARKET DYNAMICS**

- 5.1 Growth Drivers
  - 5.1.1 Increasing Disposable Income
  - 5.1.2 Prevalence of Tea Culture
  - 5.1.3 Growing E-commerce
  - 5.1.4 Growing Health Awareness
  - 5.1.5 Introduction of Healthy Ingredients in Tea
  - 5.1.6 Introduction of New Flavors and New Varieties in Tea
- 5.2 Key Trends & Developments
  - 5.2.1 Increasing Consumption of Iced Tea
  - 5.2.2 Increasing Demand for Herbal Tea
  - 5.2.3 Rising Popularity of Organic Tea
- 5.3 Challenges
  - 5.3.1 Fluctuating Prices of Raw Materials Caused by Unpredictable Climatic Conditions
  - 5.3.2 Health Related Concerns

## **6. COMPETITIVE LANDSCAPE**

- 6.1 Global Market
  - 6.1.1 Key Players - Revenue Comparison
  - 6.1.2 Key Players - Market Cap Comparison
  - 6.1.3 Global Packaged Tea Market by Company

## **7. COMPANY PROFILES**

### **7.1 Unilever Group**

7.1.1 Business Overview

7.1.2 Financial Overview

7.1.3 Business Strategies

### **7.2 Tata Consumer Products Ltd.**

7.2.1 Business Overview

7.2.2 Financial Overview

7.2.3 Business Strategies

### **7.3 Associated British Foods Plc**

7.3.1 Business Overview

7.3.2 Financial Overview

7.3.3 Business Strategies

### **7.4 ITO EN, Ltd.**

7.4.1 Business Overview

7.4.2 Financial Overview

7.4.3 Business Strategies

### **7.5 Hain Celestial Group**

7.5.1 Business Overview

7.5.2 Financial Overview

7.5.3 Business Strategies

### **7.6 DAVIDsTEA, Inc.**

7.6.1 Business Overview

7.6.2 Financial Overview

7.6.3 Business Strategies

## I would like to order

Product name: Global Packaged Tea Market: Insights & Forecast with Potential Impact of COVID-19 (2020-2024)

Product link: <https://marketpublishers.com/r/G1F4D6A4C56AEN.html>

Price: US\$ 1,700.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G1F4D6A4C56AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

