

Flavor Tea Market Size, Share, and Outlook, 2025 Report- By Type (Earl Grey, Peach, Peppermint, Rose, Chamomile, Ginger, Jasmine, Others), Tea (Black, Green, Herbal, Rooibos, Oolong, White, Others), Packaging (Hot Tea Bags, Loose Leaf, Powder, Iced Tea Bags), End User (Residential, Hotels and Restaurants, Others), and Companies, 2021-2032

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Abstracts

Flavor Tea Market Outlook

The global Flavor Tea market is expected to register a growth rate of 8.3% during the forecast period from \$3.4 Billion in 2024 to \$6.4 Billion in 2032. The Flavor Tea market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Flavor Tea segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Earl Grey, Peach, Peppermint, Rose, Chamomile, Ginger, Jasmine, Others), Tea (Black, Green, Herbal, Rooibos, Oolong, White, Others), Packaging (Hot Tea Bags, Loose Leaf, Powder, Iced Tea Bags), End User (Residential, Hotels and Restaurants, Others). Over 70 tables and charts showcase findings from our latest survey report on Flavor Tea markets.

Flavor Tea Market Insights, 2025

The flavor tea market is significantly driven by the increasing inclination of Gen Z and millennial consumers toward beverages that offer both functional benefits and sensory

experiences. Unlike previous generations, younger consumers prioritize wellness, mindfulness, and indulgence in everyday routines, which has led to heightened interest in flavor teas infused with botanical, floral, and exotic elements like hibiscus-rose, turmeric-ginger, and lavender-chamomile. In response, companies such as Harney & Sons and Pukka Herbs have introduced artisanal blends combining adaptogens, nootropics, and calming herbs, often marketed in sustainable packaging. This generation's affinity for Instagram-worthy and health-conscious products has further encouraged cafes and e-commerce retailers to expand premium flavor tea portfolios. The result is a surge in innovation and repositioning of flavor tea not just as a beverage, but as a lifestyle-enhancing product that aligns with wellness and sustainability values.

Five Trends that will define global Flavor Tea market in 2025 and Beyond

A closer look at the multi-million global market for Flavor Tea identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Flavor Tea companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Flavor Tea industry?

The Flavor Tea sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Flavor Tea Market Segment Insights

The Flavor Tea industry presents strong offers across categories. The analytical report offers forecasts of Flavor Tea industry performance across segments and countries. Key segments in the industry include By Type (Earl Grey, Peach, Peppermint, Rose, Chamomile, Ginger, Jasmine, Others), Tea (Black, Green, Herbal, Rooibos, Oolong, White, Others), Packaging (Hot Tea Bags, Loose Leaf, Powder, Iced Tea Bags), End User (Residential, Hotels and Restaurants, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the

categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Flavor Tea market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Flavor Tea industry ecosystem. It assists decision-makers in evaluating global Flavor Tea market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Flavor Tea industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: low growth, reference case, and high growth cases.

Asia Pacific Flavor Tea Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Flavor Tea Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Flavor Tea with demand from both Western Europe and Eastern

European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Flavor Tea market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Flavor Tea market Insights Executives are most excited about opportunities for the US Flavor Tea industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Flavor Tea companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Flavor Tea market.

Latin American Flavor Tea market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

**Middle East and Africa Flavor Tea Markets New Opportunities for Companies
Harnessing Diversity**

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Flavor Tea markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Flavor Tea markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Flavor Tea companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Unilever PLC, Associated British Foods plc, Apeejay Surrendra Group, Tata Consumer Products Limited, Goodricke Group Limited, Golden Tips Tea Company Private Limited, Bombay Burmah Trading Corporation Limited, McLeod Russel India Limited, Rossell India Limited, Jay Shree Tea and Industries Ltd.

Flavor Tea Market Scope

Leading Segments

By Type

Earl Grey

Peach

Peppermint

Rose

Chamomile

Ginger

Jasmine

Others

By Tea

Black

Green

Herbal

Rooibos

Oolong

White

Others

By Packaging

Hot Tea Bags

Loose Leaf

Powder

Iced Tea Bags

By End User

Residential

Hotels and Restaurants

Others

Leading Companies

Unilever PLC

Associated British Foods plc

Apeejay Surrendra Group

Tata Consumer Products Limited

Goodricke Group Limited

Golden Tips Tea Company Private Limited

Bombay Burmah Trading Corporation Limited

McLeod Russel India Limited

Rossell India Limited

Jay Shree Tea and Industries Ltd.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

- Earl Grey
- Peach
- Peppermint
- Rose
- Chamomile
- Ginger
- Jasmine
- Others

By Tea

- Black
- Green
- Herbal
- Rooibos
- Oolong
- White
- Others
- By Packaging
 - Hot Tea Bags
 - Loose Leaf
 - Powder
 - Iced Tea Bags
- By End User

Residential
Hotels and Restaurants
Others

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Associated British Foods plc

Apeejay Surrendra Group

Tata Consumer Products Limited

Goodricke Group Limited

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