

# **Green Tea Market Size, Share, and Outlook, 2025 Report- By Type (Green Tea Bags, Green Tea Instant Mixes, Iced Green Tea, Others), Distribution Channel (Supermarkets and Hypermarkets, Tea Stores, Online Stores), Flavor (Lemon, Cinnamon, Aloe vera, Vanilla, Basil, Jasmin, Wild berry, Others), Packaging (Plastic Containers, Packets and Pouches, Paper Boards, Aluminum Tin, Plastic Bags), Application (Residential, Commercial), and Companies, 2021-2032**

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## **Abstracts**

### Green Tea Market Outlook

The global Green Tea market is expected to register a growth rate of 5.9% during the forecast period from \$17.9 Billion in 2024 to \$28.3 Billion in 2032. The Green 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 Green Tea segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Green Tea Bags, Green Tea Instant Mixes, Iced Green Tea, Others), Distribution Channel (Supermarkets and Hypermarkets, Tea Stores, Online Stores), Flavor (Lemon, Cinnamon, Aloe vera, Vanilla, Basil, Jasmin, Wild berry, Others), Packaging (Plastic Containers, Packets and Pouches, Paper Boards, Aluminum Tin, Plastic Bags), Application (Residential, Commercial). Over 70 tables and charts showcase findings from our latest survey report on Green Tea markets.

## Green Tea Market Insights, 2025

The green tea market continues to gain momentum as consumers gravitate toward health-focused beverages with natural ingredients and wellness benefits. Long appreciated in traditional Asian cultures, green tea has entered the mainstream in global markets thanks to its antioxidant properties and associations with heart health, weight management, and overall well-being. Today's consumers are increasingly drawn to clean-label and functional beverages, leading to a surge in demand for organic and specialty green tea products. Beyond traditional loose-leaf and tea bag formats, green tea is now featured in ready-to-drink bottles, health shots, and even skincare items. Matcha, in particular, has become a lifestyle trend of its own, with applications in lattes, smoothies, and desserts. The growing popularity of tea cafes and boutique tea brands has further broadened the market. With sustainability and origin transparency now key to consumer decision-making, producers are focusing on ethical sourcing and environmentally friendly farming practices to maintain trust and differentiate their offerings.

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

A closer look at the multi-million global market for Green Tea identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Green 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 Green Tea industry?

The Green 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.

### Green Tea Market Segment Insights

The Green Tea industry presents strong offers across categories. The analytical report offers forecasts of Green Tea industry performance across segments and countries.

Key segments in the industry include By Type (Green Tea Bags, Green Tea Instant Mixes, Iced Green Tea, Others), Distribution Channel (Supermarkets and Hypermarkets, Tea Stores, Online Stores), Flavor (Lemon, Cinnamon, Aloe vera, Vanilla, Basil, Jasmin, Wild berry, Others), Packaging (Plastic Containers, Packets and Pouches, Paper Boards, Aluminum Tin, Plastic Bags), Application (Residential, Commercial). 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, Green 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 Green Tea industry ecosystem. It assists decision-makers in evaluating global Green Tea market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Green 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 Green 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 Green 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 Green 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 Green Tea market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Green 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 Green Tea market.

Latin American Green 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 Green 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 Green 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 Green Tea markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Green 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 AMORE Pacific Corp, Arizona Beverage Company, Associated British Foods LLC, The Coca-Cola Company, Tata Global Beverages, Unilever, Cape Natural Tea Products, Celestial Seasonings, Finlays Beverages Ltd., Frontier Natural Products Co-Op., Hambleden Herbs, Hankook Tea, Honest Tea, Inc., ITO EN, Kirin Beverage Corp., Metropolitan Tea Company, Northern Tea Merchants Ltd, Numi Organic Tea, Oishi Group Plc., Oregon Chai Inc., Yogi Tea.

## Green Tea Market Scope

### Leading Segments

#### By Type

##### Green Tea Bags

##### Green Tea Instant Mixes

##### Iced Green Tea

##### Others

#### By Distribution Channel

##### Supermarkets/Hypermarkets

Tea Stores

Online Stores

By Flavors

Lemon

Cinnamon

Aloe vera

Vanilla

Basil

Jasmin

Wild berry

Others

By Packaging

Plastic Containers

Packets and Pouches

Paper Boards

Aluminum Tin

Plastic Bags

By Application

Residential

Commercial

## Leading Companies

AMORE Pacific Corp

Arizona Beverage Company

Associated British Foods LLC

The Coca-Cola Company

Tata Global Beverages

Unilever

Cape Natural Tea Products

Celestial Seasonings

Finlays Beverages Ltd.

Frontier Natural Products Co-Op.

Hambleden Herbs

Hankook Tea

Honest Tea, Inc.

ITO EN

Kirin Beverage Corp.

Metropolitan Tea Company

Northern Tea Merchants Ltd

Numi Organic Tea

Oishi Group Plc.

Oregon Chai Inc.

Yogi Tea

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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Associated British Foods LLC  
The Coca-Cola Company  
Tata Global Beverages  
Unilever  
Cape Natural Tea Products  
Celestial Seasonings  
Finlays Beverages Ltd.  
Frontier Natural Products Co-Op.  
Hambleden Herbs  
Hankook Tea  
Honest Tea, Inc.  
ITO EN  
Kirin Beverage Corp.  
Metropolitan Tea Company  
Northern Tea Merchants Ltd  
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