

# **Out of Home Tea Market Size, Share, and Outlook, 2025 Report- By Type (Black Tea, Green Tea, Herbal Tea, Matcha Tea, Oolong Tea, Others), Application (Quick Service Restaurants, Hotels, Cafes and Tea Shop Chains, Work Places, Others), and Companies, 2021-2032**

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## **Abstracts**

### Out of Home Tea Market Outlook

The global Out of Home Tea market is expected to register a growth rate of 5.9% during the forecast period from \$52.1 Billion in 2024 to \$82.4 Billion in 2032. The Out of Home 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 Out of Home Tea segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Black Tea, Green Tea, Herbal Tea, Matcha Tea, Oolong Tea, Others), Application (Quick Service Restaurants, Hotels, Cafes and Tea Shop Chains, Work Places, Others). Over 70 tables and charts showcase findings from our latest survey report on Out of Home Tea markets.

### Out of Home Tea Market Insights, 2025

The Out of Home Tea Market in 2025 continues to grow as consumer demand for premium, diverse, and health-oriented tea options expands within foodservice, hospitality, and retail sectors. The market encompasses ready-to-drink teas, loose-leaf blends, specialty brews, and innovative formats that cater to evolving tastes and

wellness preferences. Increased interest in organic, herbal, and functional teas complements urban lifestyle trends favoring convenient, refreshing beverages. Supply chain improvements, including cold chain management and sustainable sourcing, support product freshness and ethical branding. Integration of digital ordering platforms in cafes and quick-service restaurants enhances accessibility, making out of home tea consumption an integral part of the growing specialty beverage landscape.

## Five Trends that will define global Out of Home Tea market in 2025 and Beyond

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

The Out of Home 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.

## Out of Home Tea Market Segment Insights

The Out of Home Tea industry presents strong offers across categories. The analytical report offers forecasts of Out of Home Tea industry performance across segments and countries. Key segments in the industry include By Type (Black Tea, Green Tea, Herbal Tea, Matcha Tea, Oolong Tea, Others), Application (Quick Service Restaurants, Hotels, Cafes and Tea Shop Chains, Work Places, 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, Out of Home 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 Out of Home Tea industry ecosystem. It assists decision-makers in evaluating global Out of Home Tea market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

### Asia Pacific Out of Home 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 Out of Home 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 Out of Home 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 Out of Home Tea market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and

other Europe.

The US Out of Home Tea market Insights Executives are most excited about opportunities for the US Out of Home Tea industry.

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

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

Competitive Landscape How Out of Home 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, Tata Consumer Products Limited, Associated British Foods plc, The Hain Celestial Group, Inc, The Republic of Tea, LLC, Tenfu Corporation, Peet's Coffee Inc, Nestl? S.A., The Coca-Cola Company, PepsiCo, Inc., Starbucks Corporation, Costa Limited, Bettys and Taylors Group Limited, Kusmi Tea SAS, Dilmah Ceylon Tea Company PLC.

## Out of Home Tea Market Scope

### Leading Segments

#### By Type

Black Tea

Green Tea

Herbal Tea

Matcha Tea

Oolong Tea

Others

#### By Application

Quick Service Restaurants

Hotels

Cafes and Tea Shop Chains

Work Places

Others

## Leading Companies

Unilever Plc

Tata Consumer Products Limited

Associated British Foods plc

The Hain Celestial Group, Inc

The Republic of Tea, LLC

Tenfu Corporation

Peet's Coffee Inc

Nestl? S.A.

The Coca-Cola Company

PepsiCo, Inc.

Starbucks Corporation

Costa Limited

Bettys and Taylors Group Limited

Kusmi Tea SAS

Dilmah Ceylon Tea Company PLC

## Geographies

North AmericaUS, Canada, Mexico

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

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi 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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Green Tea

Herbal Tea

Matcha Tea

Oolong Tea

Others

### By Application

Quick Service Restaurants

Hotels

Cafes and Tea Shop Chains

Work Places

Others

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  - The Coca-Cola Company
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