

Powdered Tea Market Size, Share, and Outlook, 2025 Report- By Type (White Powdered Tea, Black Powdered Tea, Green Powdered Tea, Match Powdered Tea, Others), Application (Drinking Tea, Pastry, Ice Cream, Beverages, Others), Distribution Channel (Convenience Store, Supermarkets and Hypermarkets, Grocery Stores, Online, Others), Flavor (UnFlavored Powdered Tea, Lemon, Chocolate, Vanilla, Others), and Companies, 2021-2032

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Abstracts

Powdered Tea Market Outlook

The global Powdered Tea market is expected to register a growth rate of 6.3% during the forecast period from \$16.5 Billion in 2024 to \$26.9 Billion in 2032. The Powdered 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 Powdered Tea segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (White Powdered Tea, Black Powdered Tea, Green Powdered Tea, Match Powdered Tea, Others), Application (Drinking Tea, Pastry, Ice Cream, Beverages, Others), Distribution Channel (Convenience Store, Supermarkets and Hypermarkets, Grocery Stores, Online, Others), Flavor (UnFlavored Powdered Tea, Lemon, Chocolate, Vanilla, Others). Over 70 tables and charts showcase findings from our latest survey report on Powdered Tea markets.

Powdered Tea Market Insights, 2025

The powdered tea market in 2025 experiences significant growth fueled by convenience-driven consumption and health-focused trends. Powdered tea, including matcha, green, black, and herbal tea powders, offers concentrated flavor, antioxidants, and easy integration into beverages and food products. Advances in drying technology preserve polyphenols and volatile compounds, enhancing sensory and functional quality. The market benefits from rising interest in functional beverages, ready-to-drink teas, and tea-infused foods. Packaging innovations such as single-serve sachets and eco-friendly formats improve usability and sustainability. Asia-Pacific remains the primary producer and consumer, especially for traditional varieties, while Western markets expand rapidly due to wellness trends and innovative product launches. Challenges include price sensitivity and quality variability due to raw material sourcing. The powdered tea market in 2025 encapsulates the fusion of tradition, convenience, and health innovation.

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

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

The Powdered 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.

Powdered Tea Market Segment Insights

The Powdered Tea industry presents strong offers across categories. The analytical report offers forecasts of Powdered Tea industry performance across segments and countries. Key segments in the industry include By Type (White Powdered Tea, Black

Powdered Tea, Green Powdered Tea, Match Powdered Tea, Others), Application (Drinking Tea, Pastry, Ice Cream, Beverages, Others), Distribution Channel (Convenience Store, Supermarkets and Hypermarkets, Grocery Stores, Online, Others), Flavor (UnFlavored Powdered Tea, Lemon, Chocolate, Vanilla, 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, Powdered 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 Powdered Tea industry ecosystem. It assists decision-makers in evaluating global Powdered Tea market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

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

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

Latin American Powdered 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 Powdered 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 Powdered

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

Competitive Landscape How Powdered 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 Nestlé S.A., Gadre Tea Company, A. Holliday and Co., New Age Beverages Corporation, Madame Flavour, Ispahani Group of Companies (Bangladesh), Unilever (Bushells), Harney and Sons, Dilmah Ceylon Tea Company PLC (Sri Lanka), Joonktollee Tea and Inds.

Powdered Tea Market Scope

Leading Segments

By Type

White Powdered Tea

Black Powdered Tea

Green Powdered Tea

Match Powdered Tea

Others

By Application

Drinking Tea

Pastry

Ice Cream

Beverages

Others

By Distribution Channel

Convenience Store

Supermarkets and Hypermarkets

Grocery Stores

Online

Others

By Flavors

Unflavored Powdered Tea

Lemon

Chocolate

Vanilla

Others

Leading Companies

Nestl? S.A.

Gadre Tea Company

A. Holliday and Co.

New Age Beverages Corporation

Madame Flavour

Ispahani Group of Companies (Bangladesh)

Unilever (Bushells)

Harney and Sons

Dilmah Ceylon Tea Company PLC (Sri Lanka)

Joonktollee Tea and Inds

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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New Age Beverages Corporation
Madame Flavour
Ispahani Group of Companies (Bangladesh)
Unilever (Bushells)
Harney and Sons
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