

# **Specialty Tea Market Size, Trends, Analysis, and Outlook By Application (Residential, Commercial), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Specialty Tea Market Size is valued at \$19.2 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.8% to reach \$30.1 Billion by 2032.

The specialty tea market is witnessing robust growth, driven by increasing consumer interest in health and wellness. As individuals seek unique flavors and health benefits, demand for specialty teas, including herbal, green, and organic varieties, is on the rise. The trend towards premiumization and artisanal products is influencing purchasing behavior, with consumers favoring brands that offer high-quality, sustainably sourced teas. Additionally, innovations in tea blends and functional ingredients are expanding market appeal.

### **Specialty Tea Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Specialty Tea survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Specialty Tea industry.

### **Key market trends defining the global Specialty Tea demand in 2025 and Beyond**

The Specialty Tea industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

## Specialty Tea Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Specialty Tea industry

Leading Specialty Tea companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Specialty Tea companies.

### Specialty Tea Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Specialty Tea Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Specialty Tea industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report

forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Specialty Tea Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Specialty Tea Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Specialty Tea market segments. Similarly, strong market demand encourages Canadian Specialty Tea companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Specialty Tea Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Specialty Tea industry remains the major market for companies in the European Specialty Tea industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Specialty Tea market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

### Asia Pacific Specialty Tea Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Specialty Tea in Asia Pacific. In particular, China, India, and South East Asian Specialty Tea markets present a

compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Specialty Tea Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Specialty Tea Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Specialty Tea market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Specialty Tea.

### Specialty Tea Company Profiles

The global Specialty Tea market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Associated British Foods Plc, Barrys Tea, Dilmah Ceylon Tea Co. Plc, Harney & Sons Fine Teas, ITO EN Ltd, Nestle SA, Tata Consumer Products Ltd, The Hain Celestial Group Inc, The Republic of Tea, Unilever Plc.

### Recent Specialty Tea Market Developments

The global Specialty Tea market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Specialty Tea Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

### Market Segmentation:

By Application

Residential

Commercial

### Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Associated British Foods Plc

Barrys Tea

Dilmah Ceylon Tea Co. Plc

Harney & Sons Fine Teas

ITO EN Ltd

Nestle SA

Tata Consumer Products Ltd

The Hain Celestial Group Inc

The Republic of Tea

Unilever Plc

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. SPECIALTY TEA MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Specialty Tea Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Specialty Tea Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Specialty Tea Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Specialty Tea Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Specialty Tea Market Outlook to 2032

### **CHAPTER 5: SPECIALTY TEA MARKET DYNAMICS**

*Specialty Tea Market Size, Trends, Analysis, and Outlook By Application (Residential, Commercial), by Country,...*

- 5.1 Key Specialty Tea Market Trends
- 5.2 Potential Specialty Tea Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL SPECIALTY TEA MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
  - 6.2 Application
    - Residential
    - Commercial
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA SPECIALTY TEA MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
  - 7.2 Application
    - Residential
    - Commercial
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Specialty Tea Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Specialty Tea Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Specialty Tea Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE SPECIALTY TEA MARKET ANALYSIS AND OUTLOOK TO 2032**

- 8.1 Europe Market Outlook by Segments, 2021- 2032
  - 8.2 Application
    - Residential
    - Commercial
- 8.3 Europe Market Outlook by Country, 2021- 2032
  - 8.3.1 Germany Specialty Tea Market Size Forecast, 2021- 2032
  - 8.3.2 France Specialty Tea Market Size Forecast, 2021- 2032
  - 8.3.3 United Kingdom Specialty Tea Market Size Forecast, 2021- 2032
  - 8.3.4 Spain Specialty Tea Market Size Forecast, 2021- 2032
  - 8.3.5 Italy Specialty Tea Market Size Forecast, 2021- 2032



8.3.6 Russia Specialty Tea Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Specialty Tea Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC SPECIALTY TEA MARKET ANALYSIS AND OUTLOOK TO 2032**

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Application

Residential

Commercial

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Specialty Tea Market Size Forecast, 2021- 2032

9.3.2 India Specialty Tea Market Size Forecast, 2021- 2032

9.3.3 Japan Specialty Tea Market Size Forecast, 2021- 2032

9.3.4 South Korea Specialty Tea Market Size Forecast, 2021- 2032

9.3.5 Australia Specialty Tea Market Size Forecast, 2021- 2032

9.3.6 South East Asia Specialty Tea Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Specialty Tea Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA SPECIALTY TEA MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Application

Residential

Commercial

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Specialty Tea Market Size Forecast, 2021- 2032

10.3.2 Argentina Specialty Tea Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Specialty Tea Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA SPECIALTY TEA MARKET ANALYSIS AND OUTLOOK TO 2032**

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Application

Residential

Commercial

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

- 11.3.1 Saudi Arabia Specialty Tea Market Size Forecast, 2021- 2032
- 11.3.2 The UAE Specialty Tea Market Size Forecast, 2021- 2032
- 11.3.3 Rest of Middle East Specialty Tea Market Size Forecast, 2021- 2032
- 11.3.4 South Africa Specialty Tea Market Size Forecast, 2021- 2032
- 11.3.4 Rest of Africa Specialty Tea Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

- 12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles
- 12.2 Key Companies Profiled in the Study
- 12.3 Associated British Foods Plc
- Barrys Tea
- Dilmah Ceylon Tea Co. Plc
- Harney & Sons Fine Teas
- ITO EN Ltd
- Nestle SA
- Tata Consumer Products Ltd
- The Hain Celestial Group Inc
- The Republic of Tea
- Unilever Plc

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

- 13.1 Primary and Secondary Sources
- 13.2 Research Methodology
- 13.3 Data Triangulation and Validation
- 13.4 Assumptions and Limitations
- 13.5 Forecast Methodology
- Appendix
- A: Highlights of the Q4-2024 Version
- B: Conclusion and Future Recommendations
- C: Customization Options
- D: Contact Information

## List Of Figures

### LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Specialty Tea Market Outlook by Type, 2021- 2032

Figure 6: Global Specialty Tea Market Outlook by Application, 2021- 2032

Figure 7: Global Specialty Tea Market Outlook by Region, 2021- 2032

Figure 8: North America Specialty Tea Market Snapshot, Q4-2024

Figure 9: North America Specialty Tea Market Size Forecast by Type, 2021- 2032

Figure 10: North America Specialty Tea Market Size Forecast by Application, 2021- 2032

Figure 11: North America Specialty Tea Market Share by Country, 2023

Figure 12: Europe Specialty Tea Market Snapshot, Q4-2024

Figure 13: Europe Specialty Tea Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Specialty Tea Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Specialty Tea Market Share by Country, 2023

Figure 16: Asia Pacific Specialty Tea Market Snapshot, Q4-2024

Figure 17: Asia Pacific Specialty Tea Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Specialty Tea Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Specialty Tea Market Share by Country, 2023

Figure 20: South America Specialty Tea Market Snapshot, Q4-2024

Figure 21: South America Specialty Tea Market Size Forecast by Type, 2021- 2032

Figure 22: South America Specialty Tea Market Size Forecast by Application, 2021- 2032

Figure 23: South America Specialty Tea Market Share by Country, 2023

Figure 24: Middle East and Africa Specialty Tea Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Specialty Tea Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Specialty Tea Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Specialty Tea Market Share by Country, 2023

Figure 28: United States Specialty Tea Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Specialty Tea Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Specialty Tea Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Specialty Tea Market Size Outlook, \$ Million, 2021- 2032

- Figure 32: France Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Specialty Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Specialty Tea Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Specialty Tea Market Size Outlook by Segments, 2021- 2032

Table 7: Global Specialty Tea Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Specialty Tea Market Outlook by Type, 2021- 2032

Table 10: North America- Specialty Tea Market Outlook by Country, 2021- 2032

Table 11: Europe - Specialty Tea Market Outlook by Type, 2021- 2032

Table 12: Europe - Specialty Tea Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Specialty Tea Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Specialty Tea Market Outlook by Country, 2021- 2032

Table 15: South America- Specialty Tea Market Outlook by Type, 2021- 2032

Table 16: South America- Specialty Tea Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Specialty Tea Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Specialty Tea Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Specialty Tea Companies

Table 20: Product Profiles of Leading Specialty Tea Companies

Table 21: SWOT Profiles of Leading Specialty Tea Companies

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