

Tea Market Size, Trends, Analysis, and Outlook By Form (Leaf Tea, CTC Tea, Others), By Product (Black Tea, Green Tea, Herbal Tea, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialist Retailers, Convenience Stores, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/T1369D9B49DAEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: T1369D9B49DAEN

Abstracts

Tea Market is projected to register a 5.9 CAGR from 2023 to 2030.

The tea market is evolving as consumers gravitate towards health-conscious and wellness-driven beverages. Functional teas with added adaptogens, CBD, and herbs targeting specific health benefits like relaxation or immunity are in high demand. Premium, sustainably sourced teas, along with innovative flavors like matcha and turmeric blends, are driving market growth.

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 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 Tea industry.

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

The 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.

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 Tea industry

Leading 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 Tea companies.

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.

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

The 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.

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 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 Tea market segments. Similarly, strong market demand encourages Canadian Tea companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

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

The German Tea industry remains the major market for companies in the European 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 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 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 Tea in Asia Pacific. In particular,

China, India, and South East Asian 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 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 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 Tea market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Tea.

Tea Company Profiles

The global 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 ACIL, Akbar Brothers Pvt. Ltd, Apeejay Surrendra Group, Associated British Foods Plc, Barrys Tea, Fukujuen Co. Ltd, Godrej and Boyce Manufacturing Co. Ltd, Harney and Sons Fine Teas, ITO EN Ltd, LIPTON Teas and Infusions, M.M.Ispahani Ltd, Mighty Leaf Tea Canada, Nestle SA, Numi Inc, Senchasou.co Ltd, Tata Consumer Products Ltd, The Hain Celestial Group Inc, The Republic of Tea Inc, Williamson Magor and Co. Ltd, Yunnan Dayi Tea Industry Group Co. Ltd.

Recent Tea Market Developments

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

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:

Form

Leaf Tea

CTC Tea

Others

Product

Black Tea

Green Tea

Herbal Tea

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialist Retailers

Convenience Stores

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

ACIL

Akbar Brothers Pvt. Ltd

Apeejay Surrendra Group

Associated British Foods Plc

Barrys Tea

Fukujuen Co. Ltd

Godrej and Boyce Manufacturing Co. Ltd

Harney and Sons Fine Teas

ITO EN Ltd

LIPTON Teas and Infusions

M.M.Ispahani Ltd

Mighty Leaf Tea Canada

Nestle SA

Numi Inc

Senchasou.co Ltd

Tata Consumer Products Ltd

The Hain Celestial Group Inc

The Republic of Tea Inc

Williamson Magor and Co. Ltd

Yunnan Dayi Tea Industry Group Co. Ltd

Formats Available: Excel, PDF, and PPT

Tea Market Size, Trends, Analysis, and Outlook By Form (Leaf Tea, CTC Tea, Others), By Product (Black Tea, Gre...

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Barrys Tea

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Godrej and Boyce Manufacturing Co. Ltd
Harney and Sons Fine Teas
ITO EN Ltd
LIPTON Teas and Infusions
M.M.Ispahani Ltd
Mighty Leaf Tea Canada
Nestle SA
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