

# **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

## 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. TEA MARKET OVERVIEW- 2025**

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

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

- 3.1 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 Tea Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Tea Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Tea Market Outlook to 2032

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

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



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

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

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Form
  - Leaf Tea
  - CTC Tea
  - Others
- Product
  - Black Tea
  - Green Tea
  - Herbal Tea
  - Others
- Distribution Channel
  - Supermarkets/Hypermarkets
  - Specialist Retailers
  - Convenience Stores
  - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

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

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Form
  - Leaf Tea
  - CTC Tea
  - Others
- Product
  - Black Tea
  - Green Tea
  - Herbal Tea
  - Others
- Distribution Channel
  - Supermarkets/Hypermarkets
  - Specialist Retailers

Convenience Stores

Others

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Tea Market Size Forecast, 2021- 2032

7.3.2 Canada Tea Market Size Forecast, 2021- 2032

7.3.3 Mexico Tea Market Size Forecast, 2021- 2032

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

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Form

Leaf Tea

CTC Tea

Others

Product

Black Tea

Green Tea

Herbal Tea

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialist Retailers

Convenience Stores

Others

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Tea Market Size Forecast, 2021- 2032

8.3.2 France Tea Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Tea Market Size Forecast, 2021- 2032

8.3.4 Spain Tea Market Size Forecast, 2021- 2032

8.3.5 Italy Tea Market Size Forecast, 2021- 2032

8.3.6 Russia Tea Market Size Forecast, 2021- 2032

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

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

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Form

Leaf Tea

CTC Tea

Others

Product

Black Tea

Green Tea

Herbal Tea

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialist Retailers

Convenience Stores

Others

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Tea Market Size Forecast, 2021- 2032

9.3.2 India Tea Market Size Forecast, 2021- 2032

9.3.3 Japan Tea Market Size Forecast, 2021- 2032

9.3.4 South Korea Tea Market Size Forecast, 2021- 2032

9.3.5 Australia Tea Market Size Forecast, 2021- 2032

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

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

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

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Form

Leaf Tea

CTC Tea

Others

Product

Black Tea

Green Tea

Herbal Tea

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialist Retailers

Convenience Stores

Others

10.3 South America Market Outlook by Country, 2021- 2032

- 10.3.1 Brazil Tea Market Size Forecast, 2021- 2032
- 10.3.2 Argentina Tea Market Size Forecast, 2021- 2032
- 10.3.3 Rest of South America Tea Market Size Forecast, 2021- 2032

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

- 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032
- 11.2 Form
  - Leaf Tea
  - CTC Tea
  - Others
- Product
  - Black Tea
  - Green Tea
  - Herbal Tea
  - Others
- Distribution Channel
  - Supermarkets/Hypermarkets
  - Specialist Retailers
  - Convenience Stores
  - Others
- 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032
  - 11.3.1 Saudi Arabia Tea Market Size Forecast, 2021- 2032
  - 11.3.2 The UAE Tea Market Size Forecast, 2021- 2032
  - 11.3.3 Rest of Middle East Tea Market Size Forecast, 2021- 2032
  - 11.3.4 South Africa Tea Market Size Forecast, 2021- 2032
  - 11.3.4 Rest of Africa 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 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

## **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 Tea Market Outlook by Type, 2021- 2032
- Figure 6: Global Tea Market Outlook by Application, 2021- 2032
- Figure 7: Global Tea Market Outlook by Region, 2021- 2032
- Figure 8: North America Tea Market Snapshot, Q4-2024
- Figure 9: North America Tea Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Tea Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Tea Market Share by Country, 2023
- Figure 12: Europe Tea Market Snapshot, Q4-2024
- Figure 13: Europe Tea Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Tea Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Tea Market Share by Country, 2023
- Figure 16: Asia Pacific Tea Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Tea Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Tea Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Tea Market Share by Country, 2023
- Figure 20: South America Tea Market Snapshot, Q4-2024
- Figure 21: South America Tea Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Tea Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Tea Market Share by Country, 2023
- Figure 24: Middle East and Africa Tea Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Tea Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Tea Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Tea Market Share by Country, 2023
- Figure 28: United States Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Tea Market Size Outlook, \$ Million, 2021- 2032

- Figure 36: Russia Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Tea Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa 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 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 Tea Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Tea Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Tea Market Outlook by Type, 2021- 2032
- Table 10: North America- Tea Market Outlook by Country, 2021- 2032
- Table 11: Europe - Tea Market Outlook by Type, 2021- 2032
- Table 12: Europe - Tea Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Tea Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Tea Market Outlook by Country, 2021- 2032
- Table 15: South America- Tea Market Outlook by Type, 2021- 2032
- Table 16: South America- Tea Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Tea Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Tea Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Tea Companies
- Table 20: Product Profiles of Leading Tea Companies
- Table 21: SWOT Profiles of Leading Tea Companies



## I would like to order

Product name: 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

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

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T1369D9B49DAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970