

# **Tea and Tea Based Beverages Market Size, Share, and Outlook, 2025 Report- By Type (RTD Tea, Iced Tea, Tea Based Cocktails, Others), Tea (White Tea, Oolong Tea, Green Tea, Black Tea, Others), Source (Organic, Conventional), Packaging (Glass Bottles, PET Bottles, Canned, Others), Flavor (Plain, Functional Botanical Blends, Adaptogenic Blends, Other Flavors), Distribution Channel (Offline, Online), and Companies, 2021-2032**

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## **Abstracts**

### Tea and Tea Based Beverages Market Outlook

The global Tea and Tea Based Beverages market is expected to register a growth rate of 5.4% during the forecast period from \$37.1 Billion in 2024 to \$56.5 Billion in 2032.

The Tea and Tea Based Beverages 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 Tea and Tea Based Beverages segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (RTD Tea, Iced Tea, Tea Based Cocktails, Others), Tea (White Tea, Oolong Tea, Green Tea, Black Tea, Others), Source (Organic, Conventional), Packaging (Glass Bottles, PET Bottles, Canned, Others), Flavor (Plain, Functional Botanical Blends, Adaptogenic Blends, Other Flavors), Distribution Channel (Offline, Online). Over 70 tables and charts showcase findings from our latest survey report on Tea and Tea Based Beverages markets.

## Tea and Tea Based Beverages Market Insights, 2025

The Tea and Tea Based Beverages Market in 2025 remains vibrant and expanding globally, driven by health trends emphasizing antioxidants, natural energy boosts, and digestive benefits associated with tea consumption. Beyond traditional black and green teas, the market sees growth in specialty and flavored teas, herbal infusions, ready-to-drink (RTD) teas, and functional blends targeting wellness categories like relaxation, immunity, and weight management. Consumer interest in organic and ethically sourced teas supports sustainable farming practices and certification programs. Packaging innovations including convenient single-serve sachets and eco-friendly bottles contribute to market growth. Additionally, the incorporation of tea extracts in functional beverages and alcoholic concoctions opens new cross-category opportunities. The rising popularity of tea culture in emerging markets and premium tea experiences in developed regions bolster global demand.

### Five Trends that will define global Tea and Tea Based Beverages market in 2025 and Beyond

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

The Tea and Tea Based Beverages 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.

## Tea and Tea Based Beverages Market Segment Insights

The Tea and Tea Based Beverages industry presents strong offers across categories. The analytical report offers forecasts of Tea and Tea Based Beverages industry performance across segments and countries. Key segments in the industry include By Type (RTD Tea, Iced Tea, Tea Based Cocktails, Others), Tea (White Tea, Oolong Tea, Green Tea, Black Tea, Others), Source (Organic, Conventional), Packaging (Glass Bottles, PET Bottles, Canned, Others), Flavor (Plain, Functional Botanical Blends, Adaptogenic Blends, Other Flavors), Distribution Channel (Offline, Online). 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, Tea and Tea Based Beverages 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 Tea and Tea Based Beverages industry ecosystem. It assists decision-makers in evaluating global Tea and Tea Based Beverages market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Tea and Tea Based Beverages industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Tea and Tea Based Beverages 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 Tea and Tea Based Beverages 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 Tea and Tea Based Beverages 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 Tea and Tea Based Beverages market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Tea and Tea Based Beverages market Insights Executives are most excited about opportunities for the US Tea and Tea Based Beverages industry.

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

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

## Competitive Landscape How Tea and Tea Based Beverages 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 Nestle S.A., PepsiCo. Inc., The Coca-Cola Company, Unilever Plc, Suntory Holdings Ltd, JDB Group Co., Ltd., Sapporo Beverage Co. Ltd, Arizona Beverage Company, Oishi Group Public Company Limited, Tata Consumer Products Limited, Keurig Dr Pepper Inc., Lotte Chilsung Beverage Co., Ltd.

## Tea and Tea Based Beverages Market Scope

### Leading Segments

#### By Type

#### RTD Tea

#### Iced Tea

#### Tea Based Cocktails

Others

By Tea

White Tea

Oolong Tea

Green Tea

Black Tea

Others

By Source

Organic

Conventional

By Packaging

Glass Bottles

PET Bottles

Canned

Others

By Flavor

Plain

Functional Botanical Blends

Adaptogenic Blends

Other Flavors

## By Distribution Channel

Offline

Online

## Leading Companies

Nestle S.A.

PepsiCo. Inc.

The Coca-Cola Company

Unilever Plc

Suntory Holdings Ltd

JDB Group Co., Ltd.

Sapporo Beverage Co. Ltd

Arizona Beverage Company

Oishi Group Public Company Limited

Tata Consumer Products Limited

Keurig Dr Pepper Inc.

Lotte Chilsung Beverage Co., Ltd.

## 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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Iced Tea

Tea Based Cocktails

Others

By Tea

White Tea

Oolong Tea

Green Tea

Black Tea

Others

By Source

Organic

Conventional

By Packaging

Glass Bottles

PET Bottles

Canned

Others

By Flavor

Plain

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PepsiCo. Inc.

The Coca-Cola Company

Unilever Plc

Suntory Holdings Ltd

JDB Group Co., Ltd.

Sapporo Beverage Co. Ltd

Arizona Beverage Company

Oishi Group Public Company Limited

Tata Consumer Products Limited

Keurig Dr Pepper Inc.

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