

# Global Organic Tea Market is Projected to Grow at a CAGR over 4.5% during the Forecast 2023

*Global Organic Tea Market Information- By Type (Green Tea, Black Tea, Oolong Tea, Others), By Form (Loose Leaf, Powder, Tea Bags, Others), By Formulation*

PUNE, MAHARASHTRA, INDIA, June 24, 2017 /EINPresswire.com/ -- The increasing sale of organic tea is driven by changing consumer's preference and adoption of healthy food consumption trend. Nutraceutical properties of organic tea is increasing its sale in the market as a potential healthy beverage. The health benefits obtained from organic tea backed up by its high anti-oxidant content and anti-microbial properties is also supporting its sale amongst the consumers. Increasing consumption of natural and refreshing drinks helping in reducing the cholesterol content has a positive impact on the [organic tea market](#). The consumption of organic tea is found to be high in and Asia-Pacific and is evaluated to increase at a positive growth rate in various countries of Europe and North America.

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Globally, the organic tea market share is estimated to escalate at a higher growth rate due its nutritional profile. Organic tea is free of any chemicals and is known to boost up the immune system thereby improving the body's metabolic functions. The high consumption of organic tea is backed up by less caffeine content and thus imposing harmful effect to the body. The rising demand for beverages with rich and refreshing flavors is supporting its sale on a global level. The nutritional value of organic tea also has increased its demand in pharmaceutical industries due to its medicinal properties.

All these factors contribute to the calculated CAGR of 4.5% of organic tea market during 2017-2023.

Consumption of black organic tea is growing at significant rate based on high demand from the consumer's side for strong flavored tea products. In addition, the market of organic tea in tea bags form is experiencing a rapid increase followed by its convenience usage. Based on the formulation, unflavored organic tea holds a lion's share as it is used for further processing by manufacturers.

The sale of Organic Tea through hypermarkets and supermarkets is experiencing a surge backed up by consumer's convenience and readily availability of the product. However, the sale through E-commerce will witness a high growth rate in the given forecast period supported adoption of advanced technology by consumer's on daily basis.

Competitive analysis-

The major key players in Organic Tea market are

- Tata Tea Limited (India)
- Unilever Tea Brands (U.K.)
- Associated British Foods (U.K.)
- Ten Fu Group (China)
- Taylors of Harrogate (U.K.)
- Bigelow Tea (U.S.)
- American Tea Room (U.S.)

Organic Tea manufacturers across various regions follow the strategy of improving their existing product as well as increasing the manufacture of flavored organic tea to meet the consumer's demand to expand their business. This is one of the major factors due to which the demands of organic tea is experiencing a surge. India is amongst the dominating countries holding a major share in organic tea market and exports the product in various other countries which include U.S., Russia, Iran, U.K. and others.

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The [global organic tea market](#) is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Asia Pacific holds a major market share followed by Europe. The high demands for Organic Tea from the developed countries of these regions is contributing to the positive growth of organic tea market. Russia, U.S., U.K., Iran and Egypt are the major importers of Organic Tea. Asia-Pacific is found to be the major exporter of Organic Tea and exports majorly to countries of Europe and North America.

Study Objectives of Organic Tea Market

- Detail analysis of the market's segments and sub-segments
- To estimate and forecast market size by Type, Form, Formulation, Distribution Channel and Region
- To analyze key driving forces which are influencing the market
- Region level market analysis and market estimation of North America, Europe, Asia, and rest of the world (ROW) and their countries
- Value chain analysis & supply chain analysis of Organic Tea
- Company profiling of major players in the market
- Competitive strategy analysis and mapping key stakeholders in the market
- Analysis of historical market trends and technologies along with current government regulatory requirements

Intended Audience

- Organic Tea Manufacturers
- Organic Green Tea Manufacturers
- Retailers and Wholesalers
- Traders, Importers and Exporters

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