

Green Tea Market Business Opportunities, Survey, Growth Analysis And Industry Outlook

Green Tea Market Growth – at a CAGR of 8.1%, Market Trends – Increasing usage of social media and e-commerce websites for marketing and advertising products

VANCOUVER, BC, CANADA, January 24, 2023 /EINPresswire.com/ -- The global [green tea market](#) size was USD 15.00 Billion in 2021 and register a revenue CAGR of 8.1% over the forecast period, according to a latest analysis by Emergen Research. Various health benefits associated with drinking green tea and rapid

advancement in tea packaging have led to an increase in shelf life and upsurge in export, leading to a rise in the number of new green tea brands are key factors driving revenue growth of the global Green Tea market. Various health benefits associated with drinking green tea are driving revenue growth of the market. L-theanine, an amino acid found in green tea, slows the

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Emergen Research

absorption of caffeine and aids in blood sugar regulation. This balances out the energy boost to prevent the jitters. Green tea may help reduce the risk of cardiovascular disease by lowering LDL cholesterol and boosting blood flow in blood vessels, according to a study. These benefits are largely attributed to the anti-inflammatory properties of green tea. Long-term green tea consumption has also been associated with a lower risk of certain types of cancer, including prostate cancer. Green tea helps people suffering from obesity to lose weight by accelerating fat oxidation and is a popular weight loss supplement.

The Green Tea market research report is broadly

bifurcated in terms of product type, application spectrum, end-user landscape, and competitive backdrop, which would help readers gain more impactful insights into the different aspects of the market. Under the competitive outlook, the report’s authors have analyzed the financial



standing of the leading companies operating across this industry. The gross profits, revenue shares, sales volume, manufacturing costs, and the individual growth rates of these companies have also been ascertained in this section. Our team has accurately predicted the future market scope of the new entrants and established competitors using several analytical tools, such as Porter's Five Forces Analysis, SWOT analysis, and investment assessment.

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Competitive Landscape

The report presents a holistic investigation of the Green Tea business mechanism and growth-oriented approaches undertaken by the leading companies operating in this market. The report highlights the numerous strategic initiatives, such as new business deals and collaborations, mergers & acquisitions, joint ventures, product launches, and technological upgradation, implemented by the leading market contenders to set a firm foot in the market. Hence, this section is inclusive of the company profiles of the key players, total revenue accumulation, product sales, profit margins, product pricing, sales & distribution channels, and industry analysis.

Leading Players Profiled in the Report Include:

Unilever plc, Tata Consumer Products Limited, Associated British Foods plc, Bigelow Tea, Tetley, Numi, Inc. P.B.C., The Republic of Tea, Organic India, East West Tea Company, LLC, Northern Tea Merchants Ltd., and The Hybrid Green Tea

Some Key Highlights from the Report

On 7 October 2021, The Hybrid Green Tea, which is an Indian-based company, launched its varied ranges of A-Grade Green Teas. The tea mix products are hygienic and are subjected to quality control procedures. The company has also introduced varied flavors of green tea and Kahwa and is currently working on creating hybrid green tea.

The flavored segment revenue is expected to account for largest share over the forecast period due to growing demand for infused herbal green tea which contains various type of herbs that has many medicinal benefits and helps in improving immunity

The tea bags segment revenue accounted for largest share in 2021. Tea bags are useful and practical for making tea preparation quick and easy. They are commonly made from filter paper or food-grade plastic. Paper tea bags are used in Asian countries to retain loose tea leaves. When drinking loose leaf teas, the entire tea bag is dipped into hot water for some time releasing the flavor and aroma of the tea.

The online segment revenue is expected to account for largest revenue share over the forecast

period, which can be attributed to the rapid growth of e-commerce and online payment gateway as well as a rapid rise in adoption of digital marketing enabling tea manufacturers and marketers to advertise and increase the visibility and availability of the green tea to a wider customer base.

The market in the Asia Pacific region is expected to account for largest revenue share over the forecast period due to an increase in the production of tea in the region due to excellent climatic conditions in several countries of the region. In addition, a surge in tea exports globally is expected to increase demand and boost sales significantly.

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Emergen Research has segmented the global Green Tea market on the basis of type, form, distribution channel, and region:

Type Outlook (Revenue, USD Billion, 2019–2030)

Flavored

Unflavored

Form Outlook (Revenue, USD Billion, 2019–2030)

Tea bags

Instant mixes

Loose tea leaves

Distribution Channel Outlook (Revenue, USD Billion, 2019–2030)

Online

Offline

The global Green Tea market is classified into the following regions:

North America (the U.S., Canada)

Latin America (Chile, Brazil, Argentina, Rest of Latin America)

Europe (the U.K., Italy, Germany, France, Rest of EU)

Asia-Pacific (India, Japan, China, South Korea, Australia, Rest of APAC)

The Middle East & Africa (Saudi Arabia, the U.A.E., South Africa, Rest of MEA)

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Key Points Covered in This Section:

Regional contribution

Estimated revenue generation

Vital data and information about the consumption rate in all the leading regional segments

An expected rise in market share

Forecast growth in the overall consumption rate

Report Highlights:

Besides offering a vivid depiction of the global Green Tea business sphere and its fundamental operations, the latest report provides the industrial chain analysis and list down the current and future market trends and growth opportunities.

The report includes information on the present and historical market scenarios, which helps forecast the market conditions over the next eight years (2022-2030).

The report scrutinizes the salient factors influencing the growth of the market in the near future.

The strategic marketing recommendations, crucial information related to the new market entrants, and expansion plans of various businesses are poised to provide the reader with a competitive edge in the market.

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