

Tea Market in India 2023-2028: Industry Size, Share, Growth and Forecast

SHERIDAN, WYOMING, UNITED STATES, April 12, 2023 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "India Tea Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028," the India tea market size reached 1.2 Million Tons in 2022. Looking forward, IMARC Group expects the market to reach 1.5 Million Tons by 2028, exhibiting a growth rate (CAGR) of 4.5% during 2023-2028.



India Tea Market

Tea is an aromatic beverage made by adding dried and crushed leaves and leaf buds of the *Camelia Sinensis* plant in boiling water. It is a rich source of caffeine, polyphenols, antioxidants, and minerals, including manganese, calcium, and potassium. Its moderate consumption helps provide instant relaxation, minimize the damage caused by free radicals in the body, boost the immune system, reduce inflammation, facilitate weight management, and lower cholesterol levels in the blood.

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Market Trends

The increasing consumer awareness about the health and medicinal benefits of tea and shifting consumer preferences for organic tea and green tea variants are among the key factors positively influencing the market in India. In addition, the rising focus of the leading players on introducing new flavors with healthy ingredients, such as ginger, lemon, hibiscus, turmeric, and peppermint, is creating a positive outlook for the market in the country. Furthermore, the expansion of organized retail channels, including hypermarkets, supermarkets, convenience stores, and departmental stores, along with the growing online retailing platforms, is anticipated to drive the market.

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List of Key Companies Covered in this Market Report:

Amar Tea Pvt. Ltd.
Duncans Industries Ltd.
Hindustan Unilever Limited
Organic India Private Limited
Pataka Group of Companies
Tata Consumer Products (Tata Sons Private Limited)
Wagh Bakri Tea Group.

Report Segmentation:

The report has segmented the market into the following categories

Breakup by Product Type:

Green Tea
Black Tea
Oolong Tea
Others

Breakup by Packaging:

Plastic Containers
Loose Tea
Paper Boards
Aluminium Tin
Tea Bags
Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Specialty Stores
Convenience Stores
Online Stores
Others

Breakup by Application:

Residential

Commercial

Breakup by Region:

North India

West and Central India

South India

East India

Also, Read the Full Blog [Top 7 Indian Tea Companies and Brands](#)

Key highlights of the report:

Market Performance (2017-2022)

Market Outlook (2023- 2028)

Porter's Five Forces Analysis

Market Drivers and Success Factors

SWOT Analysis

Value Chain

Comprehensive Mapping of the Competitive Landscape

If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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