

Herbal Tea Market 2030 Forecasts for 3 Major Market segments

Rising incidence of sleep disorders due to an increase in stress levels, various health benefits associated with drinking herbal tea, and a rise in number

VANCOUVER, BC, CANADA, June 14, 2023 /EINPresswire.com/ -- The Global [Herbal Tea Market](#) size was USD 3.42 Billion in 2021 and is expected to register a revenue CAGR of 4.4% over the forecast period, according to the latest analysis by Emergen Research. Market growth is primarily driven by factors such as rising incidence of sleep disorders due to an increase in stress level, various health benefits associated with drinking herbal tea, and a rise in number of new herbal tea brands. In addition, increasing usage of social media and e-commerce websites for marketing and advertising herbal tea products is another factor driving global herbal tea market revenue growth.



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Herbal Tea Market Size – USD 3.42 Billion in 2021, Market Growth at a CAGR of 4.4% | Trends – Increasing usage of social media and e-commerce websites for marketing and advertising herbal tea products”

Emergen Research

According to a report, 40% of people with insomnia are affected by a mental health disorder and insufficient sleep, which have an economic impact of over USD 411 billion each year in the U.S. alone. Herbal tea, such as chamomile, lavender, and magnolia, induce sleep and calm down nervous system. According to different studies, chamomile tea was found to safely improve quality of sleep. These properties of herbal tea and various health benefits associated with drinking herbal tea are expected to increase sales and led to wider adoption of herbal tea, which is driving revenue growth of the market.

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Some other factors restraining herbal tea market revenue growth are prevalence of allergic

reactions associated with consumption of herbal tea and various types of other health consequences associated with consumption of herbal tea. For instance, blood-thinning properties of chamomile tea might be a concern for people taking blood thinners and therefore are advised not to consume this tea. These challenges can be overcome with time through continuous development and government intervention through stringent legislation, as well as compliance by private companies.

Research Report on the Herbal Tea Market Addresses the Following Key Questions:

Who are the dominant players of the Herbal Tea market?

Which regional market is anticipated to have a high growth rate over the projected period?

What consumer trends and demands are expected to influence the operations of the market players in the Herbal Tea market?

What are the key growth drivers and restraining factors of the Herbal Tea market?

What are the expansion plans and strategic investment plans undertaken by the players to gain a robust footing in the market?

What is the overall impact of the COVID-19 pandemic on the Herbal Tea market and its key segments?

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Some Key Highlights from the Report

On 05 March 2020, Tetley launched Tetley Herbal Infusions, which is a range of affordable fruit and herbal infusions and is brewed in cold water. Four flavors which were launched are raspberry & cranberry, strawberry & watermelon, and orange & peach, and mint, lemon & cucumber. In addition, each infusion is made with high-quality ingredients and small pieces of real fruit, which offer a caffeine-free and sugar-free flavor.

The ginger segment revenue is expected to account for largest share over the forecast period due to its anti-inflammatory properties, which make it effective for people suffering from arthritis. In addition, effectiveness of ginger tea against cough and cold has led to its growing demand for ginger, especially during COVID pandemic.

The cognitive health segment revenue accounted for largest share in 2021 and is expected to grow at a rapid rate over the forecast period. This is due to an increase in demand for ayurvedic herbs for making tea, which has potential to improve cognitive health and growing consumer demand for herbal tea that can improve memory.

The online segment revenue is expected to account for largest revenue share over the forecast period, which can be attributed to rapid growth of e-commerce and online payment gateway as well as a rapid rise in adoption of digital marketing.

The Asia Pacific market is expected to account for largest revenue share over the forecast period. This is due to an increase in production of tea in the region because of favorable climatic conditions and presence of a large consumer base within countries of the region.

To know more about the report, visit @ <https://www.emergenresearch.com/industry-report/herbal-tea-market>

Emergen Research has segmented the global herbal tea market based on raw material, function, distribution channel, and region:

Raw Material Outlook (Revenue, USD Billion, 2019–2030)

Chamomile

Peppermint

Lemongrass

Ginger

Hibiscus

Others

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

Cognitive Health

Digestive Health

Sleep Disorders

Others

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

Online

Offline

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

North America (U.S., Canada)

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

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

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

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

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