

Green Tea Market Surpasses \$29.3 Billion by 2030, Unleashing a CAGR of 8.04% | AMR

Growing demand for healthy & plant-based drinks among young population to maintain their health is expected to contribute to the green tea market growth

GREEN TEA MARKET

OPPORTUNITIES AND FORECAST, 2021 - 2030

Green tea market is expected to reach **\$29.3 Billion** in 2030

Growing at a **CAGR of 8.04%** (2022-2030)

PORTLAND, OR, US, June 23, 2023

/EINPresswire.com/ -- The advantages of [Green Tea](#) to health including weight loss & maintenance, high nutritional value, detoxification, & others and increase in spending on high-quality

products drive the growth of the global green tea market. However, lack of awareness in rural parts of developing countries restrains the market growth. On the other hand, new product developments to fulfill the demands related to high-nutritional content in beverages and the emergence of new flavors create new opportunities in the coming years.

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The green tea market was valued at \$14.8 billion in 2021, and is estimated to reach \$29.3 billion by 2030, growing at a CAGR of 8.04% from 2022 to 2030. The rising demand for good health boosting beverages is the major factor

estimated to propel the green tea market demand in the upcoming years. Green tea's health advantages are becoming more well-known as consumers become more interested on living a healthy lifestyle. Green tea provides a number of health benefits, including the reduction of the risk of cardiovascular disease. Over the forecast period, growing consumer demand for healthy beverages, such as green tea, is predicted to drive the market. This is due to the high incidence of lifestyle-related health conditions such as obesity and high blood pressure.

For more information:

The companies involved in the green tea market are Unilever Plc., Tata Consumer Products Ltd., Typhoo Tea, Associated British Foods Plc., The Begilow Tea Company, Tazo Tea Company, Numi Organic Tea, The Republic of Tea, Inc., East West Tea Company LLC., and Northern Tea Merchants Ltd.

Based on type, the flavored segment held the largest market share in 2021, contributing to nearly three-fourths of the global green tea market, and is expected to continue its lead position throughout the forecast period. Moreover, this segment is estimated to witness the largest CAGR of 8.3% from 2022 to 2030. This is due to rise in popularity of green tea flavors such as mint green tea, jasmine green tea, tulsi green tea, Himalayan green tea, and others. The report also analyzes the unflavored segment.

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URL: <https://www.alliedmarketresearch.com/checkout-final/91abd38346803eb24a79b18a83c28bfb>

Based on form, the green tea bags segment accounted for the highest market share in terms of revenue in 2021, accounting for nearly half of the global green tea market, and is projected to maintain its leadership status during the forecast period. Moreover, this segment is expected to register the fastest CAGR of 8.5% from 2022 to 2030. This is owing to the convenience offered by green tea bags due to ease in carriage and uniform quantity of green tea in each bag. The report also analyzes the segments including instant green tea mixes and loose green tea leaves.

Major green tea market participants have started focusing on new product development to meet the rising demand for high-nutrition beverages such as matcha green tea and green tea. In the future, such items are expected to be beneficial to the sector. These factors are anticipated to boost the green tea market growth in the upcoming years.

Key findings of the report are as follows:

-> By type, the flavored green tea sub-segment is predicted to have a dominating market share in the global market during the forecast period.

-> By form, the green tea bags sub-segment is predicted to have the highest market share in the global market during the forecast period.

-> By distribution channel, the supermarket/hypermarket sub-segment is predicted to have a dominating market share in the global market.

-> By region, Asia-Pacific dominated the global market in 2021 and is projected to remain the fastest-growing sub-segment during the forecast period.

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Asia-Pacific to maintain its dominance in terms of revenue by 2030

Based on region, Asia-Pacific contributed to the highest market share in terms of revenue in 2021, accounting for nearly two-fifths of the global green tea market, and is expected to maintain its dominance in terms of revenue by 2030. Moreover, this region is estimated to manifest the largest CAGR of 8.7% during the forecast period. This is attributed to increase in prevalence of health issues such as obesity and health benefits offered by regular consumption of green tea. The research also analyzes regions including North America, Europe, and LAMEA.

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