

Green Tea Market Growth, Size, Share, Price, Trends, Analysis, Key Players, Outlook, Report, Forecast 2023-2028

Green Tea Market Size To Grow At A CAGR Of 7.4% In The Forecast Period Of 2023-2028

30 NORTH GOULD STREET, SHERIDAN, WYOMING, UNITED STATES, October 5, 2023 /EINPresswire.com/ -- The 'Global [Green Tea Market Price](#), Size, Share, Trends, Growth, Analysis, Report and Forecast 2023-2028' by Expert Market Research gives an extensive outlook of the global green tea market, assessing the market on the basis of its segments like form, type, distribution channel, and major region.



Green Tea Market

The report studies the latest updates in the market, along with their impact across the market. It also analyses the market demand, together with its price and demand indicators. The report also tracks the market on the basis of SWOT and Porter's Five Forces Models.

Green Tea Market Share, Size, Price, Trends, Growth, Analysis, Report and Forecast

The key highlights of the report include:

Market Overview (2018-2028)

- Forecast CAGR (2023-2028): 7.40%

The popularity and demand for green tea is on the rise due to the increasing public awareness regarding the health benefits of green tea consumption. Green tea is thought to treat headaches, lessen the impact of LDL cholesterol, lowers cholesterol and triglyceride levels, reduce the risk of heart attacks and restrict the growth of cancer cells. Additionally, drinking green tea regularly protects against cavities, inhibits plaque growth, lowers saliva acidity, and stops oral bacteria from creating acids that erode tooth enamel.

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The green tea market will likely grow in the coming years as a result of the wide range of health benefits green tea offers. Green tea is also frequently utilised as a raw ingredient in the creation of beverages, dietary supplements, dental care products, and cosmetics. The bioactive compounds in green tea, including polyphenols and caffeine help break down fat cells and release them into the circulatory system, aiding in weight reduction.

The global demand for the green tea market is expanding as a result of the growing propensity of customers to spend money on weight-management products. Furthermore, customers are likely to favour supermarkets/hypermarkets for shopping as a result of in-store promotions by merchants and wide product offerings which are anticipated to further increase consumption of green tea throughout the forecast period.

Green Tea Industry Definition and Major Segments

Green tea is a type of tea that has its origins in China and is made from the *Camellia sinensis* plant leaves or buds. The plant leaves or buds are prepared by steaming and pan-frying them before drying them, resulting in a brewed green tea is in colours such as green, yellow, or light brown.

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Based on form, the market is segmented into:

- Green Tea Bags
- Green Tea Instant Mixes
- Iced Green Tea
- Loose Leaf
- Others

On the basis of type, the market is bifurcated into:

- Flavoured
- Unflavoured

The market on the basis of distribution channel is divided into:

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online

Others

On the basis of region, the market is categorised into:

North America

Europe

Asia Pacific

Latin America

Middle East and Africa

Green Tea Market Trends

Some of the key market trends that are anticipated to positively influence green tea market expansion over the course of the forecast period include increased preference of consumers towards healthy beverages such as green tea. Also, it is predicted that the global demand for green tea would increase due to the sharp increase in obesity cases and patients with cardiovascular conditions.

Green tea is widely available due to the development of e-commerce and the expansion of distribution networks. Additionally, the populace is able to afford higher-quality green tea due to increased purchasing power and rising living standards. The increasing efforts by several governments to promote the production of green tea leaves are also assisting the growth of the green tea market.

The market for green tea is further expanding as a result of the growing preference of consumers for ready-to-drink beverages like green tea in a variety of flavours. The growing adoption of marketing techniques by major market players to advertise their premium green tea lines is also propelling the green tea market growth. The market is also supported by increasing research and innovation efforts to create unique tea types, such as naturally flavoured, organic, pure, and environmentally friendly tea variations.

Key Market Players

The major players in the global green tea market report are

Amorepacific

Tata Consumer Products Limited

Hindustan Unilever Limited

The Hain Celestial Group, Inc.

Finlays Beverages Ltd.

Hambleden Herbs

Hankook Tea

Others

The report covers the market shares, capacities, plant turnarounds, expansions, investments and mergers and acquisitions, among other latest developments of these market players.

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Christopher Brutledge
Expert Market Research
+1 415-325-5166

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