

# Organic Tea Market to Witness Huge Growth by 2031: Tata Consumer Products Limited, Barrys Tea, R.C. Bigelow, Inc

*The expansion of the global organic tea market is fueled by the benefits of organic tea for health, such as weight loss and maintenance*

PORTLAND, OR, US, November 19, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Organic Tea Market](#)," The Organic Tea Market Size was at \$905.40 million in 2021, and is estimated to reach \$2.4 billion by 2031, growing at a CAGR of 10.5% from 2022

to 2031. One of the most consumed drinks, organic tea is typically produced by boiling or brewing dried *Camellia sinensis* plant leaves. Black tea, which is popular in western countries and organic green tea, which is popular in Asian nations, are the two main varieties of organic tea. A permanent source of water, enough shelter, free-draining soil with a pH range of 5 to 5.8, strict limits for the number of pesticides put on plantations, and careful site selection are all part of organic tea care and husbandry management. Commercial consumption of organic tea is now rising to close the gap between out-of-home tea and coffee consumption. The two largest producers of tea are China and India, which are also big players on the international market.



Organic Tea Market

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The major players analyzed for global organic tea industry are Tata Consumer Products, Unilever, Associated British Foods PLC, Vadham Teas Private Ltd., Celestial Seasonings, Bombay Burmah Trading Corp. Ltd., Stash Tea Company, R.C. Bigelow, Inc., Barrys Tea, Hain Celestial Group, Inc., ITO EN, Ltd., Numi, Inc., Organic Tea, Hlssen & Lyon GmbH, Tazo Tea Company, Newman's Own, Inc., PepsiCo, The Coca-Cola Company, Shangri-La Tea Company, Inc., and Yogi Tea GmbH.

On the basis of distribution channel, it is classified into supermarkets/hypermarkets, convenience stores, and online stores. The convenience stores segment is anticipated to expand at the highest CAGR during the forecast period. Convenience stores are types of retail establishments that offer a moderate selection of food, drinks, and everyday things like tea. In residential areas, there are conveniently located convenience stores that are open for extended hours.

The region that dominated the global organic tea market in 2021 was Asia-Pacific, and this dominance is anticipated to continue throughout the forecast period. Health-related products are becoming more popular among consumers in China, India, Indonesia, and Japan. Compared to regular tea, organic tea is seen as being healthier. Herbal and green tea are becoming more and more popular as ways to enhance one's health and appearance.

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According to Organic Tea Market Trends by AMR exporters in both developed and developing nations faced a number of difficulties as a result of the COVID-19 pandemic. The implementation of lockdown and curfew procedures on a global scale had an impact on both domestic and foreign manufacture of organic tea, which in turn hindered market expansion. Thus, the COVID-19 pandemic had a negative influence on the Organic Tea Market Demand in 2020 as a result of decreased company sales and operations being suspended.

By distribution channel, the convenience stores segment contributed to nearly half of the global organic tea market share in 2021, and is projected to retain its dominance throughout the forecast period. The supermarkets/hypermarkets segment, however, would project the fastest CAGR of 10.8% during the forecast period. The drug enforcement agencies segment is also assessed through the study.

The global organic tea market is analyzed on the basis of type, packaging, distribution channel, and region. On the basis of type, the market is divided into green tea, black tea, oolong tea, and

others. Among these, the green tea segment occupied the major Organic Tea Market Share in 2021 and is projected to maintain its dominance during the forecast period.

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## KEY FINDINGS OF STUDY

By type, the green tea segment was the highest revenue contributor to the market, with \$392.4 million in 2021, and is estimated to reach \$1,072.0 million by 2031, with a CAGR of 10.7%.

By packaging, the plastic containers segment was the highest revenue contributor to the market, with \$307.4 million in 2021, and is estimated to reach \$872.7 million by 2031, with a CAGR of 11.2%.

Depending on distribution channel, the convenience stores segment was the highest revenue contributor to the market, with \$423.6 million in 2021, and is estimated to reach \$1,148.6 million by 2031, with a CAGR of 10.7%.

Region wise, Asia-Pacific was the highest revenue contributor, accounting for \$502.9 million in 2021, and is estimated to reach \$1,315.4 million by 2031, with a CAGR of 10.3%.

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Hemp Tea Market - <https://www.prnewswire.com/news-releases/hemp-tea-market-to-reach-392-8-million-globally-by-2031-at-22-1-cagr-allied-market-research-301659986.html>

Green Tea Market - <https://www.prnewswire.com/news-releases/green-tea-market-to-reach-29-3-bn-globally-by-2030-at-8-04-cagr-allied-market-research-301583591.html>

Kombucha Market - <https://www.alliedmarketresearch.com/kombucha-market-A10962>

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