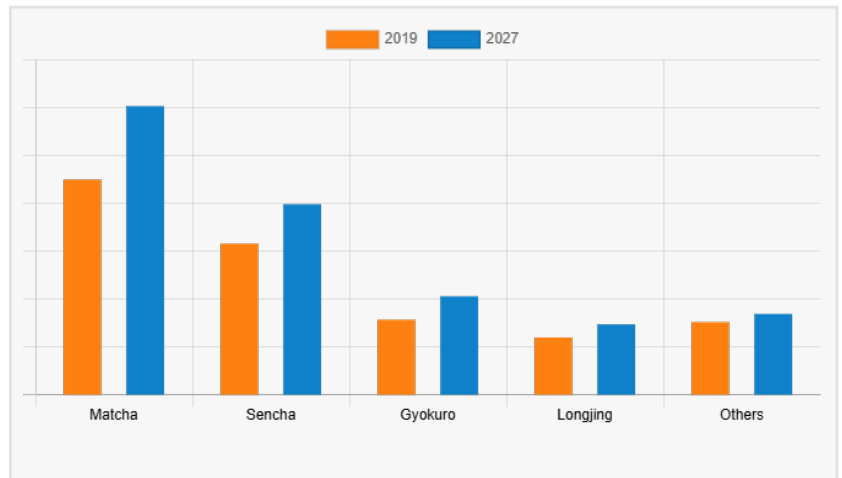


North America Green Tea Leaves Market Generating Revenue of \$1,519.9 Million by 2027, At a Booming 6.8% Growth Rate

WILMINGTON, DE, UNITED STATES,
November 18, 2024 /

EINPresswire.com/ -- The [North America green tea leaves market size](#) was valued at \$1,191.1 million in 2019 and is projected to grow at a CAGR of 6.8% from 2020 to 2027 to reach the market value of \$1,519.9 million by 2027. By type, the Matcha segment in the green tea leaves market was the most prominent segment accounting for the highest share in 2019, and is expected to remain the dominant segment throughout the forecast period.



Green tea is well-known for its health benefits; thus, consumers in North America are increasingly adopting this beverage to stay fit and maintain healthy body composition.

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Green tea is one of the most popular beverages, usually made via brewing or boiling of dried *Camellia Sinensis* plant leaves. The green tea though is more common in Asian countries, but has found its way in the North American market owing to various health benefits that it offers. Green tea care & husbandry management comprises proper site selection and several carefully maintained steps, which include permanent source of water, proper shelter, free draining soil with pH ranging from 5 to 5.8, and stringent regulations toward the amount of pesticides applied on plantations.

The growth of the green tea leaves market is driven by health benefits associated with consuming tea and rise in fitness concerns among people in different regions. The additional facts that support the growth of the market include increase in café culture, rise in disposable income, change in tastes of people, and innovation of tea by introducing additional healthy ingredients. However, increase in cost of raw materials due to unpredictable weather, high cost of production, and increase in trend of coffee consumption are expected to hamper the growth

of the market during the forecast period. Rise in tea demand from health-conscious young population and frequent introduction of new flavors & variety are expected to provide numerous opportunities for the North America green tea leaves market growth.

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Based on the North America green tea leaves market forecast by distribution channel, the hypermarkets/supermarkets segment was the leading distribution channel with a major market share in 2019. This is attributed to increase in business of retail sales in different countries and availability of large shelf space for maximum sales.

The major strategies adopted by key players in the North America green tea leaves industry to expand their business include new product launch and business expansion. The key players profiled in the report are Harney And Sons, Matchabar, Chacha Matcha, Matchaful, Mizubatea Co., Aiya Matcha, Encha, Kettle Tea, ITO-EN, Hibiki-An, In Pursuit Of Tea, Mariage Freres, and Rishi Tea.

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