

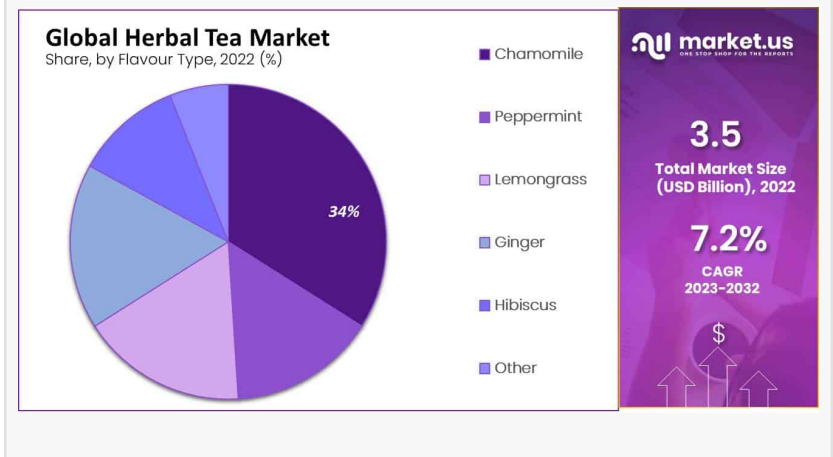
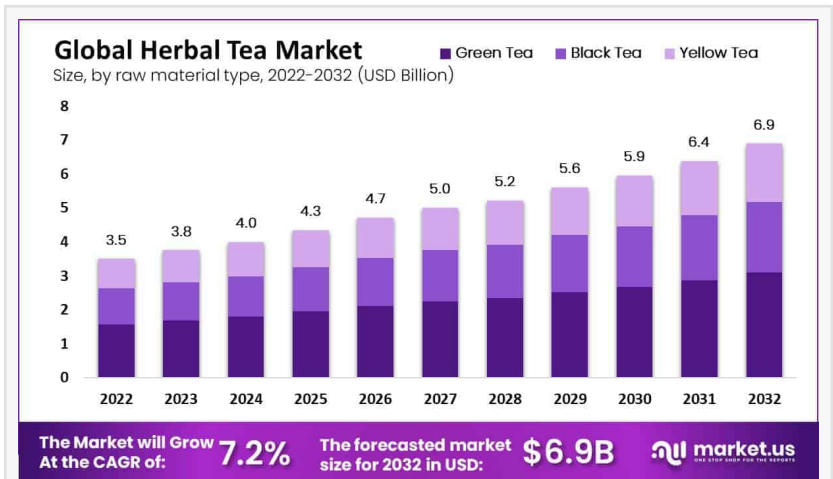
Herbal Tea Market Reaching USD 6.9 Billion by 2032, Growing At a CAGR of 7.2%

Herbal Tea market was valued at USD 3.5 Bn and is expected to reach USD 6.9 Bn in 2032. at a CAGR of 7.2% between 2023 and 2032.

NEW YORK, NY, UNITED STATES, January 31, 2025 /EINPresswire.com/ --

The global [Herbal Tea Market](#) has emerged as a significant segment within the broader beverage industry, driven by increasing consumer awareness of health and wellness. Herbal teas, often referred to as tisanes, are beverages made from the infusion or decoction of herbs, spices, flowers, or other plant materials in hot water. Unlike traditional teas derived from the *Camellia sinensis* plant, herbal teas are naturally caffeine-free and are celebrated for their therapeutic properties, including stress relief, digestion aid, and immune system support. The market

encompasses a wide variety of products, including chamomile, peppermint, ginger, hibiscus, and rooibos teas, catering to diverse consumer preferences and cultural traditions.



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Asia Pacific region holds a major share of the global herbal tea market, with the largest market share of 32%.”

Tajammul Pangarkar

The industrial scenario of the global herbal tea market is characterized by robust growth, fueled by shifting consumer preferences toward natural and organic products. The market is highly fragmented, with a mix of established players and emerging brands competing to innovate and capture market share. Key players are investing in product diversification, sustainable packaging, and marketing strategies that emphasize health benefits and ethical sourcing. Geographically, North America and

Europe dominates the market due to high consumer awareness and disposable income, while the Asia-Pacific region is witnessing rapid growth, driven by traditional herbal medicine practices and increasing urbanization.

Several factors are driving the growth of the herbal tea market. Rising health consciousness, particularly among millennials and Gen Z consumers, has led to a surge in demand for functional beverages that offer both flavor and health benefits. The growing

prevalence of lifestyle-related diseases, such as obesity and diabetes, has further accelerated the adoption of herbal teas as a healthier alternative to sugary drinks. Additionally, the trend toward clean-label and organic products has bolstered market expansion, as consumers seek transparency and sustainability in their purchases.



Market.us proffers a complete understanding of the Herbal Tea Market [Snapshot - Global Market Size, Largest Segment, Fastest Growth, and Growth Rate in 7.2%] in its latest research report. It also offers a detailed analysis of the global Herbal Tea market that considers market dynamics such as segmentation, geographic expansion, competitive environment, and many other key elements. The Herbal Tea Market data reports also provide a 3-year pre-historic forecast (up to 2032) for the sector and include data on socio-economic data of global.

Global Herbal Tea Market research report contains product types (By Raw Material Type- Green Tea, Black Tea, and Yellow Tea; By Flavor Type- Chamomile, Peppermint, Lemongrass, Ginger, Hibiscus, and Others; By Packaging Type- Loose Tea, Tea Bag, Plastic Containers, and Aluminum Tins; By Distribution Channel- Supermarkets & Hypermarkets, Specialty Stores, Convenience Stores, and Online Retail Stores.), and companies (The Bigelow Tea, Tega Organic Teas, Tetley, Tazo Tea Company, Typhoo Tea Limited, Organic India Pvt. Ltd., Mountain Rose Herbs, The Republic of Tea, Inc., and Other Key Players.). Furthermore, with regional analysis, all logical and factual summaries about the Herbal Tea Market 2023, CAGR, production volume, sales, and revenue.

Key Takeaways

- **Market Growth:** In 2022, the Herbal Tea market was valued at USD 3.5 billion; by 2032 it is projected to experience a compound annual growth rate (CAGR) of 7.2% between 2023-2032.
- **Green Tea Dominance:** Green tea has the largest market share among all raw materials used to

manufacture herbal tea, with 45.45% in 2022. Green tea has long been recognized for its benefits to heart health, cholesterol levels, and blood clotting risk mitigation.

- Chamomile Popularity: Chamomile remains one of the top-selling herbal tea flavors worldwide, accounting for 34% market share by 2022. Chamomile tea has long been recognized for its therapeutic and relaxation-inducing benefits such as relieving menstrual cramps, treating diabetes, and encouraging overall relaxation.

- Tea Bag Packaging: Tea bags dominated the market at 39% by volume in 2022 and were most commonly seen in luxury hotels and restaurants due to their ease of use and convenient form factor.

- Supermarkets and Hypermarkets Are Leaders in Distribution: Supermarkets and hypermarkets account for 32% of total market distribution channels in terms of herbal tea products sold there, providing customers with ample opportunity to interact directly with these offerings.

- Asia Pacific holds a 32% market revenue share for herbal tea sales globally, thanks to increasing populations and health concerns across countries like China, India, Japan and Australia.

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<https://market.us/report/herbal-tea-market/request-sample/>

The TOP Key Market Players Listed in the report with their sales, revenues, and strategies are:

- The Bigelow Tea
- Tega Organic Teas
- Tetley
- Tazo Tea Company
- Typhoo Tea Limited
- Organic India Pvt. Ltd.
- Mountain Rose Herbs
- The Republic of Tea, Inc.
- Other Key Players

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Herbal Tea Market Segmentation: Research Scope

Segmentation of the Herbal Tea Market

Based on raw Material Type

- Green Tea
- Black Tea
- Yellow Tea

Based on Flavor Type

- Chamomile
- Peppermint
- Lemongrass
- Ginger
- Hibiscus
- Other

Based on the Packaging Type

- Loose Tea
- Tea Bag
- Plastic Containers
- Aluminum Tins

Based on the Distribution Channel

- Supermarkets & Hypermarkets
- Specialty Stores
- Convenience Stores
- Online Retail Stores

Latest Update: Which Industry Will Boom In the Future? and How big is the Herbal Tea Industry?

Herbal Tea Market Dynamics:

This section deals with understanding the Herbal Tea Market drivers, advantages, opportunities, restraints, and challenges. All of this is discussed in the following sections:

- Increase in Sales Revenue
- Increased Demand from Developing Regions
- Rise in Popularity
- R&D Efforts
- Product Innovation and Offerings

- Higher Cost

Segmentation 3: Geographic regions

- North America (U.S. and Canada)

- Europe (Germany, United Kingdom, France, Italy, Spain, Russia, and Others)

- Asia Pacific (China, India, South Korea, Indonesia, Australia, and Others)

- Latin America (Brazil, Mexico)

- the Middle East and Africa

Highlights of the Report

#1. This report comprehensively explains customer behavior and growth patterns in the Herbal Tea market.

#2. The report sheds light on the lucrative business prospects of the Herbal Tea market

#3. The readers will gain an insight into the upcoming products and related innovations in the Herbal Tea market

#4. The report provides details about the key strategic initiatives adopted by the key players functioning in the Herbal Tea market

#5. The authors of the Herbal Tea report have scrutinized the segments considering their profitability, market demand, sales revenue, production, and growth potential

#6. In the geographical analysis, the Herbal Tea report examines the current market developments in various regions and countries

Key questions answered in this report:

1. What Industry Is In High Demand?

2. What is Herbal Tea?

3. What is the expected market size of the Herbal Tea market in 2024?

4. What are the applications of Herbal Tea?

5. What is the share of the top 5 players in the Global Herbal Tea Market?

6. How much is the Global Herbal Tea Market worth?

7. What segments does the Herbal Tea Market cover?

Recent Trends in the Herbal Tea Market

- In recent years, the United States has seen a significant increase in demand for prototypes. Additive manufacturing has become more popular for high-volume production.
- Market participants participate actively in expanding the range and applications of Herbal Tea. Technology is rapidly improving. As such, Herbal Tea focuses on streamlining pre and post-production.

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