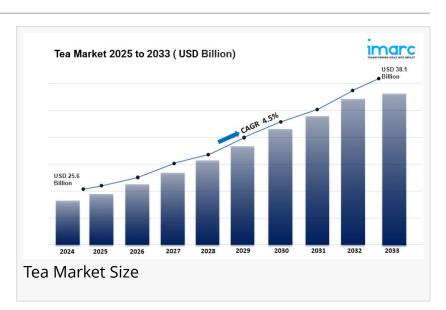


Global Tea Market Size, Share, Analysis And Growth Report 2025-2033

The global tea market size to reach USD 38.1 Billion by 2033, exhibiting a CAGR of 4.5% from 2025-2033.

The global <u>tea market size</u> is one of the oldest and most widely consumed beverage sectors, deeply rooted in cultural traditions and expanding rapidly in both developing and



developed regions. In 2024, the market was valued at approximately USD 25.6 Billion, and is projected to reach over USD 38.1 Billion by 2033, growing at a CAGR of around 4.5% during 2025–2033.

The rising popularity of herbal and specialty teas, increasing health consciousness, and the emergence of ready-to-drink (RTD) tea products are key forces shaping the industry. As consumers seek functional and organic beverages, tea—especially variants like green tea, oolong, and matcha—is increasingly positioned as a health-forward alternative to sugary drinks and coffee.

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Valued at USD 25.6 billion in 2024

Forecast to reach USD 38.1 billion by 2033

CAGR of approximately 4.5% from 2025 to 2033

Black tea remains the most widely consumed type globally

Green tea and herbal teas are gaining popularity due to health benefits

Loose tea and tea bags dominate, while RTD tea is expanding rapidly in urban markets

Supermarkets and hypermarkets account for a significant share

Online retail is rising due to e-commerce growth and demand for niche and organic teas

Cafés and tea lounges are promoting premium and artisanal tea experiences

Asia-Pacific dominates consumption and production, led by China, India, and Japan

Europe and North America show growing demand for premium, organic, and flavored teas

Africa and the Middle East are key tea-producing and exporting regions

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Under the convenience and low-sugar appeal. Brands are investing in functional RTD teas with adaptogens, probiotics, or vitamins.

ensure sustainable farming, eco-friendly packaging, and ethical labor practices. Certifications like

USDA Organic and Rainforest Alliance are influencing purchase decisions.

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Green Tea Black Tea Oolong Tea Others

Black tea accounts for the majority of shares due to its widespread global consumption, strong cultural roots, and established popularity in both developing and developed markets.

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Plastic Containers
Loose Tea
Paper Boards
Aluminium Tin
Tea Bags
Others

Paper boards dominate the market as they offer cost-effective, environmentally friendly, and versatile packaging solutions that align with consumer preferences for sustainable products.

Supermarkets/Hypermarkets Specialty Stores Convenience Stores Online Others Supermarkets/hypermarkets represent the majority of shares due to their wide availability, extensive product range, and ability to provide consumers with convenience and competitive pricing.

Residential

Commercial

Residential hold the majority of shares because tea is primarily consumed at home, where individuals prefer brewing their own beverages according to personal taste and routines.

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China

India

Kenya

Sri Lanka

Turkey

Vietnam

Others

China holds the leading position owing to its deep-rooted tea culture, large population, and robust production capabilities.

The tea market research report outlines a detailed analysis of the competitive landscape, offering in-depth profiles of major companies.

Associated British Foods Plc Barry's Tea Taetea Group Tata Consumer Products Limited (Tata Group) Unilever

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