

Organic Green Tea Market Size to Grow from USD 1.68 Billion by 2034, at a Striking 17.5% CAGR

The global organic green tea market size was approximately USD 461.96 million in 2024 and is projected to reach around USD 1678.44 million by 2034

PUNE, MAHARASHTRA, INDIA, September 25, 2025 / EINPresswire.com/ -- The global organic green tea market Size was valued at USD 461.96 million in 2024 and is projected to reach USD 1,678.44 million by 2034, growing at a CAGR of



17.50% between 2025 and 2034. This rapid growth is driven by rising consumer awareness of health benefits, increasing demand for organic and natural beverages, and expansion of online retail channels.

"

The global organic green tea market size was approximately USD 461.96 million in 2024 and is projected to reach around USD 1678.44 million by 2034,(CAGR) of roughly 17.50% between 2025 and 2034."

Deepak Rupnar

Access key findings and insights from our Report in this Free sample -

https://www.zionmarketresearch.com/sample/organicgreen-tea-market

1. Introduction

Organic green tea is derived from tea leaves cultivated without synthetic fertilizers, pesticides, or genetically modified organisms. It is rich in antioxidants, catechins, and polyphenols, which contribute to weight management, cardiovascular health, and enhanced immunity.

The market is fueled by a growing health-conscious population, a surge in the functional beverage segment, and a preference for premium, sustainably sourced products.

Key Insights:

As per the analysis shared by our research analyst, the global organic green tea market is estimated to grow annually at a CAGR of around 17.50% over the forecast period (2025-2034) In terms of revenue, the global organic green tea market size was valued at around USD 461.96 million in 2024 and is projected to reach USD 1678.44 million by 2034.

The organic green tea market is projected to grow significantly due to the increasing awareness of the health benefits of green tea, product innovation and premiumization in tea offerings, and the rising popularity of plant-based and vegan lifestyles. Based on product, the Camellia sinensis-based segment is expected to lead the market, while the herbal segment is expected to grow considerably.

Based on taste, the plain segment is the dominant segment, while the flavored segment is projected to witness sizable revenue growth over the forecast period.

Based on form, the tea bag segment is the leading segment, while the leaf & powder segment is projected to hold a considerable share in the coming years.

Based on the distribution channel, the hypermarkets & supermarkets segment is expected to lead the

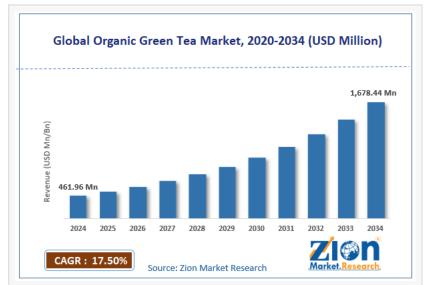
market compared to the online & D2C segment.

Based on region, the Asia Pacific is projected to dominate the global market during the estimated period, followed by Europe.

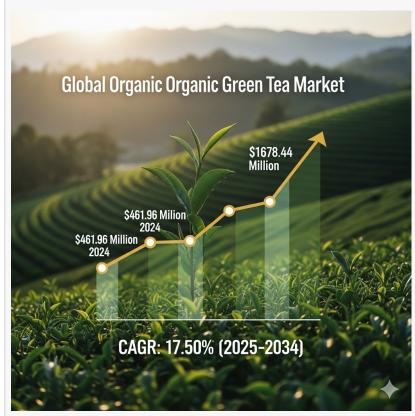
2. Market Dynamics

2.1 Growth Drivers

Health and Wellness Trends: Rising awareness of organic products and functional beverages promoting immunity and metabolic health.



Organic Green Tea Market size



Organic Green Tea Market share

Increasing Disposable Income: Consumers are willing to pay a premium for high-quality organic products.

E-commerce Expansion: Online sales platforms are enhancing global reach and availability. Sustainability and Ethical Sourcing: Growing preference for environmentally friendly and ethically sourced teas.

Rising Popularity of Specialty Tea Products: Matcha, flavored, and ready-to-drink green tea variants attracting millennials and Gen Z.

Do You Have Any Query Or Specific Requirement? Request Customization of Report: https://www.zionmarketresearch.com/custom/9806

2.2 Market Challenges

High Production Costs: Organic cultivation requires more resources and labor compared to conventional farming.

Quality and Authenticity Concerns: Risk of counterfeit or low-quality organic certifications affecting trust.

Competitive Pressure: Conventional tea brands entering the organic segment.

2.3 Opportunities

Emerging Markets: Growing demand in Asia-Pacific, Latin America, and the Middle East. Innovative Product Development: Ready-to-drink teas, infused flavors, and blended organic beverages.

Collaborations with Wellness Brands: Partnerships with health-focused companies for cobranded products.

Expansion into Foodservice and Hospitality: Hotels, cafes, and restaurants promoting premium organic green tea offerings.

3. Market Segmentation

3.1 By Product Type

Loose Leaf Organic Green Tea

Tea Bags (Organic Green Tea)

Ready-to-Drink Organic Green Tea

Flavored & Blended Organic Green Tea

3.2 By Distribution Channel

Offline Retail (Supermarkets, Specialty Stores, Organic Stores)
Online Retail (E-commerce Platforms, Direct-to-Consumer Websites)

3.3 By End-Use

Household Consumption

Foodservice & Hospitality

North America
Europe
Asia-Pacific
Latin America
Middle East & Africa

4. Regional Analysis

Asia-Pacific: Largest market and key producer of organic green tea, led by China, Japan, and India. Rising health consciousness and urbanization drive demand.

North America: High consumer awareness of organic and functional beverages; growing adoption of specialty teas.

Europe: Preference for sustainable and premium organic products; leading countries include Germany, UK, and France.

Latin America: Emerging demand for health-focused beverages, particularly in Brazil and Mexico.

Middle East & Africa: Gradual growth driven by premium imports and wellness-oriented consumers.

Inquiry For Buying-https://www.zionmarketresearch.com/inquiry/organic-green-tea-market

5. Competitive Landscape

Key players in the global organic green tea market include:

Ito En, Ltd.

Unilever (Lipton Organic)

Twinings

Tetley (Tata Global Beverages)

The Republic of Tea

Bigelow Tea Company

Numi Organic Tea

Rishi Tea & Botanicals

Yogi Tea

Celestial Seasonings

These companies focus on product innovation, sustainability, organic certifications, and e-commerce distribution to strengthen market position.

6. Key Market Trends

Health-Driven Consumption: Functional teas for weight management, immunity, and detoxification.

Premiumization: High-quality, sustainably sourced teas gaining consumer preference. Ready-to-Drink & Convenience Products: Increasing adoption of bottled organic green teas. Digital Marketing & E-commerce: Online campaigns and subscription models expanding market reach.

Flavor Innovations: Infusions with herbs, fruits, and natural extracts to appeal to younger consumers.

7. Future Outlook

By 2034, the global organic green tea market is expected to witness robust growth, driven by rising health awareness, the premiumization of beverages, and expanding global distribution channels. Emerging markets and innovations in ready-to-drink formats will contribute significantly to market expansion.

8. Conclusion

The global organic green tea market is projected to grow from USD 461.96 million in 2024 to USD 1,678.44 million by 2034, at a CAGR of 17.50%. This reflects strong consumer demand for health-conscious, sustainable, and premium beverages.

Brands investing in organic certification, product innovation, and digital sales channels are well-positioned to capture significant market share over the next decade.

More Trending Reports by Zion Market Research -

Methyl Methacrylate (MMA) Adhesives Market by Substrate (Metal, Plastic, Composite, and Others) and by End-Use (Automotive & Transportation, Building & Construction, Marine, Wind Energy, General Assembly, and Others): Global Industry Perspective, Comprehensive Analysis, and Forecast, 2024—2032-https://www.zionmarketresearch.com/report/methyl-methacrylate-adhesives-market

Cast Elastomers Market by Type (Hot Cast Elastomer and Cold Cast Elastomer) and by Application (Industrial, Automotive & Transportation, Mining, Oil & Gas, and Others): Global Industry Perspective, Comprehensive Analysis, and Forecast, 2024—2032-https://www.zionmarketresearch.com/report/cast-elastomers-market

Paper Pigments Market - By Type (Calcium Carbonate And Kaolin) And By Application (Coated Paper And Uncoated Paper), And By Region - Global And Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, And Forecasts 2024 - 2032-https://www.zionmarketresearch.com/report/paper-pigments-market

Sulfuric Acid Market - By Raw Material (Elemental Sulfur, Base Metal Smelters, Pyrite Ore, And Others) And By Application (Fertilizers, Chemical Manufacturing, Metal Processing, Petroleum Refining, Automotive, And Others), And By Region - Global And Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, And Forecasts 2024 - 2032-https://www.zionmarketresearch.com/report/sulfuric-acid-market

Polymerase Chain Reaction (PCR) Market by Product (Instruments, Reagents and Consumables and Software) and End User (Pharmaceutical and Biotechnology Industries, Clinical Diagnostics Labs and Hospitals and Academic and Research Organization), And By Region - Global And

Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, And Forecasts 2024 - 2032-<u>https://www.zionmarketresearch.com/report/polymerase-chain-reaction-pcr-market</u>

Bioinformatics Services Market by Type (Sequencing Services, Data Analysis, Drug Discovery Services, Differential Gene Expression Analysis, Database and Management Services, and Other Services), By Application Type (Genomics, Chemoinformatics and Drug Design, Proteomics, Transcriptomics, Metabolomics, and Others), and By End-users (Research Centers & Academic Institutes, Hospitals, Pharmaceutical & Biotechnology Companies, and Others), And By Region - Global And Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, And Forecasts 2024 - 2032-https://www.zionmarketresearch.com/report/bioinformatics-services-market

Fill Finish Manufacturing Market By Product (Consumables (Vial, Prefilled Syringes, Cartridge, And Others) And Instruments), By End-User (Pharmaceutical & Biotechnology Companies, Contract Research Organizations, Academic Research Institutes, And Medical Device Companies), And By Region - Global And Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, And Forecasts 2024-2032-https://www.zionmarketresearch.com/report/fill-finish-manufacturing-market

Viral Vectors and Plasmid DNA Manufacturing Market By Product Type (Viral Vectors (Retrovirus, Lentiviruses, Adenoviruses, Adeno-Associated Viruses, And Others) And Plasmid (DNA Conjugative Plasmids, And Non-Conjugative Plasmids)), By Application (Gene And Cancer Therapies, Viral Infections, Immunotherapy, Formulation Development, And Others), By End-User (Biotechnology Companies, Research Institutes, And Others), And By Region - Global And Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, And Forecasts 2024-2032-https://www.zionmarketresearch.com/report/viral-vectors-and-plasmid-dna-manufacturing-market

IoT Fleet Management Market By Platform (Device management and Application Enablement Platform (AEP)); by Services (Professional and Managed); by Solutions (Drive Time Analysis, Driver Information System, Fleet Analytics, Fuel Management, Remote Diagnostics, Routing Management, Tracking and Monitoring, and Vehicle Maintenance); by Cloud Deployment Model (Hybrid, Private, and Public); by Fleet Type (Commercial Vehicles (CV), Passenger Cars (PC), and Public Buses): Global Industry Analysis, Size, Share, Growth, Trends, and Forecast 2024-2032-https://www.zionmarketresearch.com/report/global-iot-fleet-management-market

Forestry And Agricultural Tractor Sales Market by Drive Type (4-Wheel Drive and 2-Wheel Drive); By Power (Below 10 kW, 10-30 kW, 30-50 kW, and Above 50 kW); and By Application (Forestry and Agricultural) - Global Industry Analysis, Size, Share, Growth, Trends, and Forecast 2024-2032-https://www.zionmarketresearch.com/report/forestry-and-agricultural-tractor-sales-market

Zion Market Research +1 855-465-4651 email us here Visit us on social media: LinkedIn Instagram Facebook YouTube X

This press release can be viewed online at: https://www.einpresswire.com/article/852380323

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.