

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

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EINPresswire.com/ -- The [global](https://www.zionmarketresearch.com/sample/organic-green-tea-market)

[organic green tea market Size](https://www.zionmarketresearch.com/sample/organic-green-tea-market) 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.



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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

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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.

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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 co-branded 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

3.4 By Region

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.

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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.

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