

Indian Tea Market Report and Forecast 2024-2032

Market Report | 2023-12-20 | 230 pages | EMR Inc.

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Report description:

Indian Tea Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Indian tea market is projected to grow at a CAGR of 4.2% between 2024 and 2032. Aided by the unwavering cultural significance of tea in Indian households and the growing global appetite for diverse tea blends originating from India, the market is expected to grow significantly by 2032.

Tea, a beverage derived from the *Camellia sinensis* plant, has long been an intrinsic part of the Indian cultural fabric. Not just a drink, tea in India represents hospitality, camaraderie, and tradition. While the country is predominantly known for its strong and aromatic Assam and Darjeeling teas, it also offers a range of varieties including black, green, white, and oolong, catering to a vast array of global palates.

As per the Indian tea market analysis, the timeless appeal of the traditional Indian beverages, such as the spiced milky tea, has transcended borders, making it a favourite in international cafes and households alike. With an increasing global focus on health and wellness, there has been a noticeable tilt towards teas like green and white, known for their antioxidant properties and lower caffeine content. This has further accentuated the demand for quality Indian tea variants in both domestic and international markets.

The burgeoning cafe culture in urban India, spurred by a young, aspirational population, has further bolstered the Indian tea market growth. These modern establishments, while offering global coffee brews, also emphasise a plethora of innovative tea concoctions, championing the versatility of Indian tea.

Internationally, the appeal of Indian tea lies not just in its flavours but also in its backstory. With sustainability and ethical sourcing becoming paramount in consumer choices, Indian tea estates, many of which are centuries old, offer a rich history of cultivation, intertwined with stories of colonial legacy, indigenous peoples, and a blend of traditions. The organic tea sector, although still niche, is witnessing exponential growth, riding on this wave of conscious consumption.

In the industrial landscape, the versatility of tea has been recognised beyond its traditional consumption. The cosmetic industry, for instance, is increasingly incorporating tea extracts for their antioxidant properties, which are believed to have anti-aging benefits. The pharmaceutical sector, too, is delving into the potential health benefits of tea, researching its role in weight management, cardiovascular health, and more. Hence, the rising demand for downstream cosmetic and pharmaceutical products

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is fuelling the Indian tea market demand.

Market Segmentation

The market can be divided based on type, sector, packaging, processing, application, distribution channel, and region.

Market Breakup by Type

- Black
- Green
- Oolong
- White
- Others

Market Breakup by Sector

- Organised
- Unorganised

Market Breakup by Packaging

- Plastic Containers
- Loose Tea
- Paper Boards
- Aluminum Tins
- Tea Bag
- Others

Market Breakup by Processing

- CTC
- Orthodox (Traditional)

Market Breakup by Application

- Residential
- Commercial

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

Market Breakup by Region

- North Region
- East and Central Region
- West Region
- South Region

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Indian tea market. Some of the major players explored in the report by Expert Market Research are as follows:

- Tata Consumer Products Limited
- Hindustan Unilever Limited
- Wagh Bakri Tea Group
- R. Twining and Company Limited.
- Pataka Group of Companies
- Marvel Group
- The Bombay Burmah Trading Corporation. Ltd

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- []Assam Company India Limited
- []Ramesh Tea Traders
- []Amar Tea Pvt. Ltd
- []Russell India Ltd.
- []Goodricke Group Limited
- []Others

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