

**Herbal Tea Market By Type (Chamomile, Peppermint, Hibiscus, Lemongrass, Ginger, Fruits, Blends, Others), By Packaging (Loose Tea, Paperboards, Aluminum Tins, Tea Bags), By Distribution Channel (Supermarket-Hypermarket, Specialty Stores, Convenience Stores, Online Sales Channel, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-12-01 | 279 pages | Allied Market Research

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**Report description:**

The global herbal tea market was valued at \$2,497.6 million in 2022, and is projected to reach \$4,330.5 million by 2032, registering a CAGR of 5.6% from 2023 to 2032.

Herbal teas have been a prevailing beverage choice throughout human history. The earliest known reference to herbal teas dates to 2737 BC in China, and written records from the third century AD further document their consumption. This cultural tradition has crossed geographical boundaries, with herbal teas making their journey from China to Egypt, Japan, Europe, and beyond, highlighting their enduring and widespread significance in health benefits.

The herbal tea market has experienced rapid growth owing to the shift of consumers towards natural and organic tea beverages in recent times. Herbal teas, derived from dried herbs, flowers, fruits, and spices, offer a natural, plant-based beverage for health-conscious consumers. The absence of artificial flavors and preservatives caters to the preference for natural ingredients, attracting individuals seeking unprocessed beverage options. Many herbal teas, including those from popular brands such as Yogi Tea, Celestial Seasonings, Traditional Medicinals, Teeccino, Pukka Herbs, among others, are available in organic varieties. These teas feature ingredients cultivated without synthetic pesticides, herbicides, or genetically modified organisms (GMOs). The organic certification of herbal tea products serves well to consumers prioritizing products with minimal exposure to chemicals and environmentally sustainable practices.

Moreover, the natural and organic trend is closely linked to a demand for transparency in the food and beverage industry. Thus, herbal tea products that emphasize the traceability of ingredients, sourcing practices, and production methods are expected to

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gain the trust of consumers who value knowing the origins and manufacturing processes of their products. In addition, herbal teas, with minimal processing and transparent labeling, align with the clean label movement, appealing to those consumers who prioritize straightforward and honest product formulations. As a result, the utilization of various herbs, flower, and fruits in herbal teas contributes significantly to the growth of market as more individuals prefer these natural beverages into their daily health routines.

Another noteworthy trend in the herbal tea industry is globalization, which crosses regional boundaries. International brands are expanding into emerging markets, which helps the sector grow. The global supply chain involves several nations in the procurement of ingredients, production, and packaging processes, promoting product variety and accessibility to consumers around the world. The regulatory environment, which varies by nation and region, is essential to the herbal tea market. These regulations affect product development and marketing as they address product safety, labeling specifications, and ingredient limitations. Increased customer demand for ingredient disclosure and stronger regulations are driving the emergence of clean and natural herbal tea products.

The herbal tea industry has experienced a significant move toward online sales channels and direct-to-consumer (DTC) models owing to the digital revolution. While DTC models enable brands to forge direct connections with consumers, online platforms provide convenience, a wide range of products, and personalized shopping experiences. Consumer engagement and sales are mostly driven by digital marketing, including influencer partnerships and online try-on services. Sustainability and ethical concerns, such as using eco-friendly packaging and sourcing ingredients ethically, have become more important. The increasing demand for organic and genetically modified organism (GMO) free products among consumers is changing how products are developed and tested.

The herbal tea market is analyzed on the basis of category, gender, distribution channel, and region. By type, the market is divided into chamomile, peppermint, hibiscus, lemongrass, ginger, fruits, blends, and others. By packaging, the market is segmented into loose tea, paperboards, aluminum tins, and tea bags. Depending on distribution channel, it is classified into supermarket-hypermarket, specialty stores, convenience stores, online sales channel, and others. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Italy, Spain, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, Singapore, and the rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Turkey, Saudi Arabia, Egypt, and the rest of LAMEA).

The major players operating in the global herbal tea market are Tata Consumer Products Limited, The Hain Celestial Group, Inc., Dilmah Ceylon Tea Company PLC, Bigelow Tea, Tielka, Mountain Rose Herbs, Terra Teas Organic, Indigo Herbs Ltd, The Indian Chai, Organic India Pvt. Ltd.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the herbal tea market analysis from 2022 to 2032 to identify the prevailing herbal tea market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the herbal tea market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global herbal tea market trends, key players, market segments, application areas, and market growth strategies.

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- Technology Trend Analysis
- Average Consumer Expenditure
- Consumer Preference and Product Specifications
- Distributor margin Analysis
- New Product Development/ Product Matrix of Key Players
- Regulatory Guidelines
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Expanded list for Company Profiles
- Historic market data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- List of customers/consumers/raw material suppliers- value chain analysis
- Market share analysis of players at global/region/country level
- SWOT Analysis

#### Key Market Segments

##### By Type

- Chamomile
- Peppermint
- Hibiscus
- Lemongrass
- Ginger
- Fruits
- Blends
- Others

##### By Packaging

- Loose Tea
- Paperboards
- Aluminum Tins
- Tea Bags

##### By Distribution Channel

- Supermarket-Hypermarket
- Specialty Stores

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- Convenience Stores
- Online Sales Channel
- Others

#### By Region

- North America
  - ? U.S.
  - ? Canada
  - ? Mexico
- Europe
  - ? Germany
  - ? UK
  - ? France
  - ? Italy
  - ? Spain
  - ? Rest of Europe
- Asia-Pacific
  - ? China
  - ? Japan
  - ? India
  - ? South Korea
  - ? Australia
  - ? Singapore
  - ? Rest of Asia-Pacific
- LAMEA
  - ? Brazil
  - ? South Africa
  - ? Turkey
  - ? Saudi Arabia
  - ? Egypt
  - ? Rest of LAMEA
- Key Market Players
  - ? Bigelow Tea
  - ? Terra Teas Organic
  - ? The Indian Chai
  - ? Tata Consumer Products Limited
  - ? Tielka Pty Ltd.
  - ? Organic India Pvt. Ltd.
  - ? The Hain Celestial Group, Inc.
  - ? Dilmah Ceylon Tea Company PLC
  - ? Mountain Rose Herbs
  - ? Indigo Herbs Ltd.

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