

Tea Bags Market By Type (Green Tea, Black Tea, Oolong Tea, Fruit and Herbal Tea, Others), By Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Convenience Stores, Online Stores, Others), By Application (Residential, Commercial), By Shape (Pillow Shaped, Round Shaped, Square Shaped, Pyramid Shaped, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The tea bags market size was valued at \$6,124.0 million in 2021, and is estimated to reach \$12,903.1 million by 2031, registering a CAGR of 7.6% from 2022 to 2031. Consumers have started adopting simple and effective tea brewing solutions such as teabags on a large scale. To maintain a healthy lifestyle, people now prefer a cup of green tea on a daily basis. There are numerous varieties of tea bags that differ based on geographical locations. Companies are concentrating their efforts on infusing tea bags with various fragrant flavors and substances to entice customers to buy their teabags. For instance, In the UK, the Tea India company released stunningly colorful, fragrant, and flavored tea bags in January 2020. These bags have different infusions, including scalded milk, oat, cashew, and coconut. The market for tea bags is primarily driven by rise in consumer demand for health-promoting beverages. In addition, during the COVID-19 outbreak, growth in consumer demand for immunity-boosting liquids has led to rise in usage of herbal and green teabags. Furthermore, growth in number of tea vendors and hotels around the world propel the use of tea bags.

The tea bags market is segmented on the basis of type, distribution channel, application, shape, and region. On the basis of type, the market is categorized into green tea, black tea, oolong tea, fruit & herbal tea, and others. On the basis of distribution channel, it is segmented into supermarkets & hypermarkets, specialty stores, convenience stores, online stores, and others. By application, it is segregated into residential and commercial. On the basis of shape, it is segmented into pillow shaped, round shaped, square shaped, pyramid shaped, and others. Region wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, Russia, and Rest of Europe), Asia-Pacific (China, India, Japan, South Korea, Australia,

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Pakistan, and Rest of the Asia-Pacific), and LAMEA (Brazil, South Africa, Turkey, Saudi Arabia, Egypt, and Rest of LAMEA). Due to high availability of branded teabag items in the locations, the specialty stores segment is expected to hold a significant share of the market. Furthermore, offering of discounts and deals by these retailers attracts customers to buy teabags from these stores. Asia-Pacific holds the greatest proportion of the global teabag market in 2021. Enormous presence of important teabag brands such as Tenfu Corporation in countries such as China and India, Asia-Pacific. The outbreak of COVID-19 has negatively impacted the tea bags market. The outbreak of COVID-19 pandemic has forced government bodies to impose strict closures of production facilities, restaurants, hotels, and cafes to maintain safety measures and implement social distancing, which had led to decrease in production and distribution of tea bags. Thus, declining growth of the tea bags market in 2020.

Major players operating in the market are Associated British Foods Plc., Barry's Tea, Nestle S.A., Northern Tea Merchants Ltd., Numi, Inc., Organic India, Tata Consumer Products, The Hain Celestial Group, Inc., The Kroger Company and Unilever Plc.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the tea bags market analysis from 2021 to 2031 to identify the prevailing tea bags 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 tea bags 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 tea bags market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Type

- Fruit and Herbal Tea
- Others
- Green Tea
- Black Tea
- Oolong Tea

By Distribution Channel

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

By Application

- Residential
- Commercial

By Shape

- Pillow Shaped
- Round Shaped
- Square Shaped
- Pyramid Shaped
- Others

By Region

- North America
- U.S.

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- Canada
- Mexico
- Europe
- U.K.
- Germany
- France
- Italy
- Spain
- Russia
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- South Korea
- Australia
- Pakistan
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa
- Turkey
- Saudi Arabia
- Egypt
- Rest of LAMEA
- Key Market Players
- Associated British Foods Plc
- Barrys Tea
- Nestle SA
- Northern tea Merchants Ltd
- Numi Organic Tea
- Organic India
- Tata Consumer Products
- The Hain Celestial Group Inc
- The Kroger Company
- Unilever Plc

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