

India Tea Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)

Market Report | 2025-08-13 | 145 pages | EMR Inc.

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Report description:

The India tea market attained a volume of 1.34 Million Tons in 2024 . The industry is expected to grow at a CAGR of 4.50% during the forecast period of 2025-2034. By 2034, the market is expected to reach 2.08 Million Tons .

The rising preference for specialty and premium teas mostly amongst urban consumers is driving the India tea market expansion. Brands are coming up with high-end and responsibly sourced tea items for aligning with the evolving consumer preferences. This trend is supported by thriving disposable incomes as well as the growing middle-class population expenditure on quality. According to industry reports, the number of middle-class individuals in India is estimated to nearly double to 61% by 2046-2047, adding to the market growth.

Of late, consumers are increasingly opting for green, herbal, and organic teas due to perceived health benefits. In June 2024, Organic India's Tulsi herb and its farming co-ops received the Regenerative Organic Certified label, highlighting its commitment to soil health, fair labour, and sustainable agriculture. This shift is attributable to the surging demand for functional teas containing ingredients.

The surging demand for ready-to-drink (RTD) teas is impacting the India tea market outlook, driven by urban millennials and Generation Z seeking convenience. To that end, several brands are introducing iced tea and other ready-to-consume formats to cater to this increasing segment. In June 2023, premium organic tea provider Vahdam India launched its new ICED TEAS range crafted with 100% real tea and available as instant premix and convenient pitcher tea bags. Such innovations are offering the younger consumers a delightful variety of flavours.

Key Trends and Recent Developments

January 2025

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Wagh Bakri Tea Group announced ambitious expansion plans for a new instant tea-blending line. The firm aims at significantly boosting the production capacity while increasing output from 3,000-4,000 packets per day to an impressive 20,000-30,000 packets for enhancing market presence and efficiency.

December 2024

The Coffee Bean & Tea Leaf collaborated with Ekaagra Ostalaritza to drive an ambitious expansion across India. This strategic partnership aims to strengthen the brand's footprint nationwide by opening new outlets and bringing its premium coffee and tea offerings to more Indian consumers.

November 2023

Coca-Cola India entered the ready-to-drink tea market with the launch of Honest Tea for expanding into the growing tea segment in India. The brand has been offering a variety of organic teas, including green tea and herbal infusions, aiming to provide consumers with healthier beverage options.

October 2023

Beyond Water launched its first ready-to-drink iced tea in India, available in peach and lemon flavours. The 250ml bottled tea emphasizes high-quality tea sourcing and caters to consumers seeking healthier beverages. The product is available via the company's website and major online delivery platforms.

Expansion of E-Commerce Channels

The rapid growth of digital platforms and e-commerce is revolutionizing the India tea market to offer improved access to consumers worldwide. According to industry reports, India witnessed 300 million shoppers buying their favourite clothing, food, electronics on online platforms in 2023. Online platforms, direct-to-consumer (DTC) models, and subscription tea services are facilitating easy access to a variety of Indian teas for global buyers.

Innovative Packaging Solutions

Companies are investing in research and development activities to introduce new packaging solutions to cater to the evolving tastes and preferences of consumers, adding to the India tea market development. In September 2024, compostable packaging firm Pakka introduced a new range of flexible and eco-friendly solutions to meet the growing demand for sustainable packaging across food and beverages, including the tea industry. The introduction of flavoured teas, herbal teas, and organic teas is broadening the consumer base, with packaging innovations enhancing product appeal.

Huge Export Demand

The thriving export demand is propelling the India tea market by boosting production, increasing prices, and expanding global reach. Countries, such as Russia, the United Arab Emirates, and Iraq are key importers. The strong overseas interest is supporting industry growth while encouraging premium offerings and prompting government support. As per industry reports, the Tea Board of India revealed plans of exporting 400 million kg by 2047, making exports a vital driver of India's tea economy.

Rise of Organic Tea Cultivation

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The growing trend of organic tea cultivation, with consumers increasingly seeking natural and chemical-free alternatives is complementing the India tea market revenue. In January 2025, Rapid Organic introduced Organic Cumin Tea for offering a natural, digestive-friendly beverage to meet the growing health and wellness trends. This demand is backed by increasing consciousness of the eco-friendly impact of organic agriculture for aligning with the sustainability trend around the world.

Focus on Sustainability and Ethical Sourcing

The rising emphasis of tea companies on adopting sustainable practices and ensuring ethical sourcing of tea leaves to meet the increasing consumer demand for environmentally friendly products is boosting the India tea industry. In September 2024, Easy Boba introduced PET cans, aluminium lids, and rice straws in Mumbai for promoting sustainability while reducing waste in the bubble tea industry. This focus on sustainability is expected to enhance brand loyalty and drive market growth.

India Tea Industry Segmentation

The EMR's report titled "India Tea Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Black
- Green
- Oolong
- White
- Others

Key Insight: Black tea dominates the India tea market, accounting for the highest consumption nationwide. As per industry reports, India is the largest consumer of black tea, recording about 18% of the worldwide tea consumption as of March 2023. Major brands primarily rely on black tea offerings to cater to the rising consumer requirements. India is also one of the world's largest producers and exporters of black tea, with regions, such as Assam and Darjeeling globally recognized for their distinctive flavours. Benefits of affordability and strong flavor profile are also keeping black tea at the forefront of household and commercial consumption.

Market Breakup by Sector

- Organised
- Unorganised

Key Insight: The unorganised sector, inclusive of small retailers, local tea stalls, roadside vendors, and loose tea sold without branding or packaging, leads the India tea market. Tea consumed at railway stations, small eateries, and homes in rural or semi-urban areas largely comes from this segment. The affordability, accessibility, and cultural integration of local tea stalls is making them integral to daily life in India. For instance, in February 2025, Chennai Airport launched the Udaan Yatri Cafe for offering tea while making travel budget-friendly for passengers. This sector also thrives on widespread availability and low prices, emerging as the primary channel for tea consumption in the country.

Market Breakup by Packaging

- Plastic Containers

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

Key Insight: Tea bags are largely contributing to the India tea market owing to their popularity in metros and among working professionals. This format is attracting to urban consumers seeking speed, convenience, and portability in daily routines. The surge of health-consciousness is driving the uptake of green tea, herbal infusions, and flavoured teas. Leading companies are capitalizing by offering a wide variety of blends tailored to diverse taste preferences as well as wellness needs. To cite an instance, in August 2024, Assam D2C brand Esah Tea launched microplastic-free cotton tea bags for offering a sustainable alternative to plastic packaging.

Market Breakup by Processing

- CTC (Crush, Tear, Curl)
- Orthodox (Traditional)

Key Insight: The CTC tea segment is growing in the India tea market due to its affordability, and quick brewing properties. CTC (crush, tear, curl) tea is popular in Assam, West Bengal, and North India as it forms the backbone of daily tea-drinking culture. Several brands are offering blends that cater to the Indian palate's preference for robust tastes. In July 2024, Chamraj Tea Estate introduced its 'Master Blend' CTC range, including variants, such as 'Master Blend Ginger' and 'Master Blend Lemon' for catering to diverse consumer palates, further driving the product uptake.

Market Breakup by Application

- Residential
- Commercial

Key Insight: The residential segment leads the India tea market, as tea has evolved as an integral component in most Indian households. Popular tea brands are catering extensively to this segment with affordable offerings. For instance, in July 2024, fine tea brand Chai Chun introduced its Bagan Bahar CTC tea packets for offering classic and masala chai blends. Tea's cultural significance in social gatherings, morning routines, and evening snacks is further entrenching its place in residential consumption. The segment's volume is further boosted by varied preferences across different regions of India.

Market Breakup by Distribution Channel

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

Key Insight: Supermarkets and hypermarkets are driving the India tea market due to their wide product assortment and large customer base. Major chains are stocking extensive tea varieties, from budget-friendly CTC teas to premium green, herbal, and orthodox blends. The organized layout and attractive shelf displays is encouraging brand comparisons and impulse buying. As per industry reports, there were 66225 supermarkets across India as of May 2025. These outlets also run promotional campaigns,

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discounts, and in-store tastings, influencing consumer preference and volume sales, especially in urban and semi-urban centres, where bulk and family-sized tea packs are popular.

Market Breakup by Region

- North
- East and Central
- West
- South

Key Insight: The North region, including Delhi, Punjab, Uttar Pradesh, and Haryana, dominates the India tea market with higher intake in daily routines, social interactions, and hospitality across both urban and rural areas. As per industry reports, the Northern states of India consumed around 391.5 million kgs of tea in 2023. CTC tea blends are especially popular as they are often consumed with milk, sugar, and spices. The region's chilly winters and strong tea-drinking culture are further driving high consumption. With rising urbanization and premiumization, there is further a growing demand for masala chai, green tea, and flavoured teas in metros.

India Tea Market Share

Rising Demand for Green Tea & Oolong Tea in India

The demand for green tea is experiencing rapid growth in the India tea market due to increasing health consciousness. Known for its antioxidant properties and weight management benefits, green tea appeals to urban and younger demographics. Major brands are introducing a variety of green tea flavours to cater to diverse preferences. In November 2022, Tata Consumer boosted its green tea presence in India with the launch of Tetley's new Tulsi-flavoured variant. The segment thrives particularly in metro cities and among fitness-focused consumers. The rising trend of wellness and preventive health is also helping green tea in steadily attaining traction across the country.

Oolong tea holds a significant share in the India tea market given its unique flavour, which lies between black and green tea. Though not widely consumed, oolong tea is gaining recognition among tea enthusiasts and in upscale urban cafes. Premium and specialty tea brands are launching oolong variants to cater to a health-conscious and experimental audience. As awareness around artisanal and specialty teas grows, oolong is slowly carving out a market, particularly in metropolitan cities where consumers are more open to trying global tea varieties and gourmet blends.

Booming Organised Tea Sector in India

The organised tea sector in the India tea market comprises branded and packaged tea sold by companies, such as Tata Consumer Products, Hindustan Unilever and Wagh Bakri. Products are sold in supermarkets, e-commerce platforms, and retail chains with strict quality, hygiene, and packaging standards. The rise in health consciousness has led to the growing demand for green, herbal, and specialty teas. The organised segment is expanding rapidly due to urbanisation, rising incomes, and changing preferences. As per industry reports, the average salary in India is projected to witness a 9.5% increase in 2025, favouring the segment growth.

Aluminum Tins & Plastic Containers to Drive Tea Consumption in India

Aluminum tins are favoured in the India tea industry as they offer excellent aroma preservation and visual appeal, making them ideal for luxury packaging. Leading brands are using aluminum tins for gourmet blends or single-origin teas. This packaging is

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typically found in specialty stores or through online platforms for targeting affluent and niche audiences. Tins are also widely used in gifting and international sales for enhancing perceived value. Demonstrating this trend, in August 2022, Tata Tea Premium launched its festive #DeshKaGarv collection, featuring limited-edition tea sets packaged in decorative tin boxes. Only 50 pieces of each set were produced, making the collection truly one-of-a-kind.

Plastic containers are significantly contributing to the India tea market due to their affordability, durability, and ability to preserve freshness. Leading brands are using PET jars and plastic pouches for retail distribution as they cater to both urban and rural markets for offering convenience and reusability. Plastic packaging is especially popular in tier 2 and 3 cities where cost-efficiency drives consumer choices. The widespread use in local stores and supermarkets is also making plastic a practical choice for middle-class consumers purchasing in bulk quantities.

Orthodox (Traditional) Tea to Gain Popularity in India

The orthodox (traditional) tea segment of the India tea industry is valued for its premium quality, nuanced flavour, and artisanal production methods. Orthodox teas are hand-processed and help in preserving the whole leaves and resulting in delicate, complex flavours prized by connoisseurs and urban consumers. This segment thrives mainly on niche markets, such as specialty tea stores, gourmet cafes, and among health-conscious drinkers seeking single-origin or estate-specific teas. Brands, such as Vahdam and Tea Trunk are tapping into the growing demand for orthodox teas, subsequently highlighting its distinct aroma and health benefits.

Surging Presence of Tea in the Commercial Sector of India

The commercial segment is playing a significant role in the India tea market as it drives bulk purchases, particularly of CTC tea on account of its quick brewing and strong flavour, backed by local vendors and hospitality businesses. Major brands are targeting this segment with larger packaging formats and competitive pricing. Additionally, the growth of specialty cafes and tea lounges in metros has increased demand for premium and specialty teas. In March 2023, Tata Consumer Products unveiled its premium tea brand 'Street Chais of India' at the Versova Metro in Mumbai for blending tradition with modern branding flair, further creating niche opportunities in the commercial segment.

Specialty Stores & Online Platforms to Bolster Significant Tea Sales in India

Specialty stores represent a growing segment of the India tea industry as they include gourmet outlets and brand-exclusive stores, such as Chai Chun, Tea Junction, and the Wagh Bakri Tea Lounge to offer curated experiences around tea. These stores showcase orthodox, green, herbal, and flavoured teas for appealing to connoisseurs and health-conscious consumers. These stores also feature loose-leaf teas, exotic blends, and tea accessories, making them popular in metro cities and tourist hubs.

Online platforms are the fastest-growing segment of the India tea market, driven by convenience, variety, and direct-to-consumer branding. E-commerce giants are offering a wide array of teas, from mass-market to artisanal and wellness-oriented blends. Several startups are also capitalizing on this channel by selling premium teas directly to customers while promoting traceability and health benefits. Supporting with an instance, in March 2023, homegrown tea brand Gardens of India launched its official e-commerce website to offer products with authenticity, purity, and flavour, carefully sourced from the finest farms and estates in India.

India Tea Market Regional Analysis

Thriving Tea Market in East and Central & West Regions of India

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The East and Central region is significantly contributing to the India tea market. Assam and West Bengal are key tea-producing states, with strong demand for both CTC and orthodox teas. As per industry reports, Assam produced 27.52 million kgs of tea during March 2025. Kolkata is a major tea trading hub with higher preference for strong and brisk teas. While rural areas consume traditional blends, Kolkata and Patna are witnessing growing demand for packaged and specialty teas. Brands, such as Goodricke, Chai Chun, and local estate teas have a strong presence, adding to the regional product uptake.

The West region, comprising Maharashtra, Gujarat, and Rajasthan, is representing a robust India tea industry due to distinctive preferences. Packaged tea sales are high in both urban and semi-urban areas, with increasing visibility in supermarkets and local stores. The West region's tea market benefits from a mix of urban sophistication and local preferences, leading to strong retail sales in supermarkets, convenience stores, and growing online platforms. Additionally, rising health awareness has sparked interest in specialty teas. Together, these factors are contributing to the West region's growing influence and vibrancy in India's tea industry.

Competitive Landscape

Key players in the India tea market are employing a range of strategic approaches to maintain competitiveness and meet changing consumer demands. Product diversification is allowing companies to introduce flavoured, herbal, organic, and wellness teas to cater to health-conscious and younger consumers. Brands, such as Tata Tea and Wagh Bakri have expanded their offerings with green tea, detox blends, and immunity-boosting variants.

Brand positioning and regional targeting also enabling firms to customize products and marketing campaigns to resonate with regional tastes and preferences.

Strong distribution networks, including rural penetration and robust retail presence in supermarkets, and e-commerce platforms are ensuring wide accessibility. Sustainability and ethical sourcing are increasingly emphasized as companies are adopting responsible sourcing practices and supporting small tea growers. In addition, investment in digital marketing and influencer collaborations is helping brands in connecting with urban millennials and Gen Z consumers. Lastly, exports and global expansion remain important strategies, with Indian tea brands focusing on Middle East, the United States, and European markets to boost international presence.

Tata Consumer Products Limited

Founded in 1964 and headquartered in Mumbai, India, Tata Consumer Products Limited offers a diverse range of products, including packaged beverages and food items. The company's beverage portfolio includes popular brands such as Tata Tea, Tetley, and Tata Gluco+ along with a vast range of ready-to-drink and fruit-based beverages.

Hindustan Unilever Limited

Hindustan Unilever Limited, founded in 1933 and headquartered in Mumbai is India's largest fast-moving consumer goods companies with its offerings spanning across home care, beauty, personal care, and beverages. The firm's beverage brands include Lipton and Bru following its venture into health-based drink segments.

Wagh Bakri Tea Group

Founded in 1892, Wagh Bakri Tea Group is headquartered in Ahmedabad, India and is well-known for its premium tea products for catering to both domestic and international markets. Apart from loose and packaged teas, the company has diversified into ready-to-drink teas and herbal infusions to meet evolving consumer preferences.

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R. Twining and Company Limited

R. Twining and Company Limited was founded in 1706 and is headquartered in Hampshire, United Kingdom. Renowned for its wide array of premium teas, the company offers infusions and wellness blends with a strong emphasis on ethical sourcing and sustainable packaging in its global operations.

Other players in the India tea market are Pataka Group of Companies, Marvel Group, The Bombay Burmah Trading Corporation. Ltd, Assam Company India Limited, Ramesh Tea Traders, Amar Tea Pvt. Ltd, Rossell India Ltd., and Goodricke Group Limited, among others.

Key Features of the India Tea Market Report:

- In-depth quantitative analysis of market size, growth, and consumption patterns across regions.
- Segment-wise breakdown by product type, sector, packaging, processing, application and distribution channels with forecasts.
- Competitive landscape featuring key players, market shares, and strategic developments.
- Regional insights covering North, East, West, and South India tea consumption trends.
- Supply chain and pricing analysis including procurement and distribution dynamics.
- Consumer behaviour analysis with focus on evolving preferences and premium tea demand.

Why Choose Expert Market Research?

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More Insights On:

Flavoured Tea Ingredients Market Indian Premium Tea Market Elderflower Tea Market Kombucha Tea Market Earl Grey Tea Market Alcoholic Tea Market Matcha Tea Market Bubble Tea Market Green Tea Market Tea Market

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