



Orion Market Research



Global Organic Tea Market Share, Trends, Size, Research and Forecast 2020-2026

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The global organic tea market is anticipated to grow at a significant CAGR of 7.6% during the forecast period. The health benefits associated with organic tea is one of the major factors that drive market growth. The tea mainly consumed in different forms such as oolong tea, green tea, black tea, and Ilex tea depending on post-harvest treatment and chemical components. Being rich in natural antioxidants, tea is reported to be used in the management of colon, esophageal, and lung cancers, and urinary stone, dental caries, with other added benefits.

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Moreover, the American Heart Association (AHA) has classified high cholesterol, atherosclerosis, high homocysteine level, arterial calcification, and several other factors as a risk for CVDs. The association suggests that green tea catechins, specifically EGCG, have a positive impact on endothelial and overall vascular functions. Therefore, these health benefits further increase the demand for organic tea that propels the organic tea industry growth.

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Further, the inclination of the youth population towards the adoption of organic tea over chemical-based energy drinks, due to its health benefits is also driving the organic tea market growth. The young population is projected to represent a major interest for new organic beverages such as green tea for health benefits. According to the World Youth Report (2018), there are 1.2 billion people aged 15 to 24 years, accounting for 16% of the global population.

As per the United Nations (UN), by 2030, the number of youths is anticipated to have grown by 7%, to nearly 1.3 billion. The number of youths is growing rapidly in Africa. By 2030, it is projected that the number of youths in Africa will be increased by 42%. Therefore, the rising youth population is estimated to drive the demand for the organic tea during the forecast period.

Additionally, the presence of the key players that continuously contributes to the market growth by upgrading their products as well as launching new products is also supporting the organic tea market growth during the forecast period. Players such as Barry's Tea, Celestial Seasonings, Inc., Dilmah, Harney & Sons Fine Teas, Numi, Inc., Ito EN, Ltd., Organic India Pvt. Ltd., Tata Global Beverages, Taylors of Harrogate Ltd., Tazo Tea Co., The Republic of Tea, and others are contributing to the market growth.

For instance, in February 2019, MindFull Inc. along with Sequential Brands Group, Inc. introduced GAIAM organic USDA certified green teas, available in four exotic flavors. The newly launched teas were available in the Whole Foods Market stores of the US since March 2019.

Global Organic Tea Market– Segmentation

By Type

- Black Tea
- Green Tea
- Oolong Tea
- Others

By Packaging Type

- Tea Bags
- Loose Powder
- Others

Global Organic Tea Market– Segmentation by Region

North America

- United States
- Canada

Europe

- Germany
- United Kingdom
- France
- Spain
- Italy
- Rest of Europe

Asia-Pacific

- China
- Japan
- India
- Rest of Asia-Pacific

Rest of the World

- Middle East & Africa
- Latin America

Company Profiles

- Arbor Teas (New World Tea, LLC)
- Associated British Foods Plc
- Barry's Tea
- Bigelow Tea Co.
- Celestial Seasonings, Inc.
- Dilmah
- Halssen & Lyon GmbH
- Harney & Sons Fine Teas
- Ito EN, Ltd.
- McLeod Russel India, Ltd.
- Numi, Inc.
- Organic India Pvt. Ltd.
- Sequential Brands Group, Inc.
- Shangri-la Tea
- Tata Global Beverages
- Taylors of Harrogate Ltd.
- Tazo Tea Co. (Unilever Group)
- The Hain Celestial Group Inc.
- The Republic of Tea
- Townshend's Tea Co.

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