Global Functional Tea Market Research Report- Forecast to 2023

Report / Search Code: MRFR/F-B & NI/2249-HCR    Publish Date: December, 2019

Price

|            | 1-user PDF : $ 4450.0 | Enterprise PDF : $ 6250.0 |

Description:

Global Functional Tea Market Information- by Type (Fruit Tea, Herbal Tea, Longjing Tea, Flower Tea and Others), by Form (Broken Tea, Loose Tea, Instant Tea Powder and Others) by Function (Heart Health, Weight loss, Detox and Others), by Packaging (Can, bag, Bottle, Sachet and Others ) and Region - Forecast to 2023

Market Scenario

Globally, the tea beverages market is growing at significant rate and this factor is supporting the growth of functional tea market. Introduction of various types of tea made from different ingredients and huge demand for healthy hot beverages is boosting the demand of functional tea across the globe. Availability of resources and large consumer base is creating huge opportunity for key players to expand their business in Asia Pacific region especially in China and India. Innovation in flavor and packaging form major players is attracting the consumers to buy functional tea compare to normal tea which is influencing the market growth in North America and Europe. Rising health awareness among consumer about health benefits of functional tea has boosted the demand of herbal and longjing functional tea.

Key Players

The key players profiled in the functional tea market are as Tata Tea Limited (India), Herbaty Szlachetne Sp. Z O.O. (Poland), Guangzhou Lohas Biological Technology Co., Ltd (China), Godrej Tea (India), The Mate Factor (U.S.), Organic India (India) and Wuhan z-Micro Unite S&T Co., Ltd. (China)

Study Objectives of Functional Tea Market

- To provide detailed analysis of the market structure along with forecast for the next 5 years of the various segments and sub-segments of the Global Functional Tea Market
- To provide insights about factors affecting the market growth
- To analyze the market based on various factors - price analysis, value chain, supply chain analysis, porters five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia-Pacific, and Middle East & Africa.
- To provide country level analysis of the market with respect to the current market size and future prospective
- To provide country level analysis of the market for segments by type, form, function, packaging and region
- To provide overview of key players and their strategic profiling in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
- To track and analyze competitive developments such as
joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments globally

**Intended Audience**
- Tea manufacturers
- Agriculture Industry
- Food and Beverage Industry
- E-commerce
- Retailers and wholesalers
- Traders, importers and exporters

**Key Findings:**
- Functional tea market in Asia Pacific region is growing at higher rate
- Top five exporters of functional tea are Kenya, China, Sri Lanka, India and Indonesia

**Segments**
- Functional tea market has been segmented on the basis of type which includes fruit tea, herbal tea, longjing tea, flower tea and others. Herbal Tea holds the major market share and it is growing at moderate rate due to increasing demand of other types of functional tea.
- Functional tea market has been segmented on the basis of form which includes broken tea, loose tea, instant tea powder and others. Instant powder tea is growing at higher rate compare to other forms of tea
- Functional tea market has been segmented on the basis of function which includes heart health, weight loss, detox and others
- Functional tea market has been segmented on the basis of packaging which includes can, bag, bottle, sachet and others

**Regional Analysis**
The Functional Tea Market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Asia Pacific has the major market share followed by North America. The major tea producing countries are located in Asia Pacific region which is the key factor behind the major market share of Asia Pacific region. Functional tea market in Asia Pacific region is growing at significant rate due to increasing consumption of functional tea in countries like China and India where large consumer base is available. The business expansion of key players in Middle East and Africa region is playing a key role in growth of functional tea market especially in countries like Iran and Kenya.

The Functional Tea Market is segmented under the following regions mentioned below:

**North America**
- US
- Canada
- Mexico

**Europe**
- France
- Netherlands
- Spain
- UK
- Rest of Europe

**Asia-Pacific**
- China
- India
- Sri Lanka
- Rest of Asia Pacific

**Rest of the world**
- Sudan
- Senegal
- Somalia
The report for **Global Functional Tea Market** of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.

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