Global Organic Tea Market Research Report: Information by Type (Green, Black, Others), Form (Dried Leaf, Powder, Others), Distribution Channel (Store-Based [Hypermarkets & Supermarkets, Convenience Stores, and Others] and Non-Store-Based) and Region (North America, Europe, Asia-Pacific, and Rest of the World)—Forecast till 2024

Market Scenario
The global organic tea market is projected to reach approximately USD 1.3 billion by 2024 and register at a significant CAGR of 5.8% during the forecast period, 2019–2024. Organic tea is cultivated without using any chemical fertilizers and pesticides through organic farming practices. The different types of organic tea available in the market include black tea and green tea, among others. They are available in different forms such as dried leaf and powder.

Increasing health awareness among the consumers across the globe is resulting in an increased demand for organic products which is driving the growth of organic tea market. The various health benefits claimed by the manufacturers of organic tea attracts the consumers toward the product. Moreover, the governments and various NGOs are also promoting organic farming practices for sustainable growth, leading to an opportunistic market for organic tea manufacturers. Innovative flavors of organic tea is another factor boosting the growth of global organic tea market.

Segmentation
The global organic tea market has been segmented based on type, form, distribution channel, and region.
Based on type, the global organic tea market has been classified as green, black, and others.
On the basis of form, the global organic tea market has been classified as dried leaf, powder, and others.
On the basis of distribution channel, the global organic tea market has been classified as store-based and non-store-based. The store-based segment is further sub-segmented into supermarkets and hypermarkets, convenience stores, and others.
The global organic tea market has been studied with regard to four key regions—North America, Europe, Asia-Pacific, and the rest of the world.
The North American organic tea market has further been segmented into the US, Canada, and Mexico. The European organic tea market has been classified as Germany, France, Italy, Spain, UK, and the rest of Europe. The organic tea market in Asia-Pacific has been divided into China, India, Japan, Australia & New Zealand, and the rest of Asia-Pacific. The organic tea market in the rest of the world has been segmented into South America, the Middle East, and Africa.

Key Players
Tata Global Beverages Limited (India), Unilever (UK), Associated British Foods plc (UK), Vahdam Teas (India), Celestial Seasonings, Inc. (US), Bombay Burmah Trading Corporation Limited (India), Stash Tea Company (US), Bigelow Tea Company (US), Shangri-la Tea (US), Yogi Tea (US), Republic of Tea (US), Mighty Leaf Tea (US), Numi, Inc. (US), Harney & Sons Fine Teas (US), and Hälsens & Lyon GmbH (Germany) are some of the key players in the global organic tea market.

Regional Market Summary
North America is projected to dominate the global organic tea market in 2018 and retain its dominance throughout the forecast period. High consumption of organic tea in the US followed by continuous launch of innovative flavors by the prominent players in the US market is driving the growth of North America organic tea market. Asia-Pacific also accounts for a significant market share in the global organic tea market. Increased investment and expansion by the major key players in the emerging countries of this region are contributing to the growth of the market. High inclination towards organic products among the European population is majorly driving the organic tea market in Europe.

**Global Organic Tea Market, by Type**
- Green
- Black
- Others

**Global Organic Tea Market, by Form**
- Dried Leaf
- Powder
- Others

**Global Organic Tea Market, by Distribution Channel**
- Store-Based
  - Supermarkets and Hypermarkets
  - Convenience Stores
  - Others
- Non-Store-Based

**Global Organic Tea Market, by Region**
- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - France
  - Italy
  - Spain
  - UK
  - Rest of Europe
- Asia-Pacific
  - Japan
  - China
  - India
  - Australia and New Zealand
  - Rest of Asia-Pacific
- Rest of the World (RoW)
  - South America
  - Middle East
  - Africa

**Intended Audience**
- Organic Tea manufacturers
- Tea growers
- Dealers and distributors
- Raw material suppliers and distributors
- Traders, exporters, and importers
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