
Description: Tea is the most widely consumed beverage in the world. The market for Tea is growing rapidly. Rising consumer awareness about the health hazards of carbonated drinks is leading to a shift towards Teas of all types. Another major driver is the increasing awareness by consumers that certain type of Tea can both prevent and cure various diseases. Aging populations in Japan, Europe and the US also are increasing demand for Tea because of its anti-ageing properties.

As a result of these trends, Tea is now found everywhere including supermarkets, health and natural foods stores, drug stores, mass merchandisers and Tea rooms, among others. New Tea brands and products are appearing weekly. And pharmaceutical products based on Tea are under development.

The global market for Tea is very large and estimated at USD15.4 billion in 2013, in terms of production value. While the Black/Other Teas segment is growing modestly (3.9% annually), production of Green tea is growing rapidly (11% CAGR) and Herbal Teas are growing exponentially (>15% CAGR).

Despite the exploding demand for Tea, little has been published on this market, especially the Green and Herbal segments. This report looks in detail at the Tea market. Specifically, it provides:

- A comprehensive overview on the market for Tea products by type, including Black and Other teas (Oolong, White, Yellow, etc.) Green tea, and Herbal teas, e.g. Yerba Mate, Chamomile, Echinacea, Ginseng, etc.
- A thorough review of Tea's health effects—especially on heart disease, cancer, diabetes, neurological diseases, renal disease, dementia, oral health, intestinal problems and ageing.
- Research trends on the use of Green and Herbal teas for curing and preventing various diseases.
- Analysis of global Tea production volume and value by type and region during the 2013-2018 period, exports, imports, price trends and the competitive environment.

Additionally, profiles of 172 leading, public and private companies involved in the Tea industry as producers, distributors, retailers and consultants are given. The report also includes 61 tables and 20 figures.

Contents:

EXECUTIVE SUMMARY

INTRODUCTION
  Background
  Methodology and Sources
  Statistical Notes

TEA
  - Introduction
  - Cultivation and Harvesting
  - Tea Processing And Classification
  - Green Tea
  - Yellow And Fermented
  - Oolong And White
  - Processing Steps
  - Type Specific Processing: White Tea, Green Tea, Yellow Tea, Oolong Tea, Black Tea
  - Post-Fermented Tea
  - Tea Blending And Additives
  - Varieties Of Blended Tea: Breakfast Tea, Afternoon Tea, Russian Caravan
  - Scented Teas
  - Flavoring: flowers, Herbs, Other
  - Contaminant Problems: Fluoride, Aluminum, Oxalates
  - Hot Drinking Temperature
- Tea Culture
- Preparation
- Serving
- Additives
- Packaging
- Tea Bags
- Loose Tea
- Compressed Tea
- Instant Tea
- Bottled And Canned Tea
- Storage
- Chinese Pesticide Issues
- Fair Trade
- Fraud Issues And DNA Testing
- DNA Barcoding Of Herbal Tea

TEA MARKET OVERVIEW
- Market Segments: Black/Other, Green, Herbal
- Global Tea Production Value By Segment
- Black/Green/Other Tea Production
- Black/Green/Other Tea Production By Region
- Black/Green/Other Tea Exports Volume By Region And Country
- Black/Green/Other Tea Exports Volume And Value By Country
- Sri Lanka Black Tea Exports By Country
- Kenya Tea Exports By Country
- China Black, Other Tea Exports By Country
- India Tea Exports By Country
- Global Tea Imports By Region
- Global Tea Imports By Country
- US Black And Green Tea Imports
- US Black Tea Imports By Country
- Instant Tea Production
- Global Tea Consumption
- Per Capita Tea Consumption By Country
- Competitive Environment
- Tea Supply Chain
- Tea Producers
- Processors
- Trade Phase
- Auctions
- Brokers
- Blenders
- Retail
- Sustainability Issues
- Social Issues
- Environmental Issues
- Economic Issues
- Current Approaches To Sustainability
- Existing Certification Standards
- Priorities For Future Investment
- US Tea Market
- US Retail Tea Sales By Channel
- Revival Of Tea Rooms

TEA AND HEALTH
- Main Causes Of Chronic Diseases
- Reactive Oxygen Species
- Heterocyclic Aromatic Amines
- Tea As A Health-Promoting Beverage
- Tea And Heart Disease Prevention
- Tea And Cancer Prevention
- Control Of Growth And Apoptosis By Tea
- Anti-Diabetic Effects Of Tea
GINSENG TEA
- Ginseng History
- Ethnobotany
- Chemical Constituents
- Pharmacokinetics
- Mechanism Of Action
- Clinical Indications
- Neurodegenerative Diseases
- Improved Cerebral Functions
- Parkinson's Disease
- Alzheimer's Disease
- Huntington's Disease
- Amyotrophic Lateral Sclerosis
- Multiple Sclerosis
- Pain Relief
- Anti-Diabetic Efficacy
- Improving Liver Functions
- Blood Pressure
- Anti-fatigue And Anti-stress
- Female Climacteric Disorder
- Male Sexual Dysfunctions
- AIDS Virus (HIV)
- Anti-oxidation And Anti-aging
- Cardiovascular Diseases
- Cancer
- Side Effects And Toxicity
- Warnings And Contraindications
- Global Ginseng Production
- Ginseng Production Value By Country
- Processed Ginseng Market
- South Korea Ginseng Market
- Ginseng Export Market
- Ginseng Import Market
- Ginseng Trade Balance
- Ginseng Import Volume And Prices
- Trade Indicators
- Prices

CHAMOMILE TEA
- Description
- Bioactive Constituents
- Healthcare Preparations
- Traditional Use Of Chamomile
- Scientific Evaluation Of Chamomile
- TBS-101
- Contraindications And Safety Issues
- Chamomile Global Production
- Chamomile Markets
- Essential Oils Market
- Chamomile Prices

ECHINACEA TEA
- Description
- Medicinal Effects
- Traditional Uses Of Echinacea
- Antiviral Activities
- Respiratory Virus Infections
- Causes Of Respiratory Symptoms
- Influenza Virus Type A
- Antiviral Activities Of Echinacea Purpurea
- Effects Of EP On Virus-Infected Cells
- Mucin Secretion
- Antibacterial Activities
- Skin Infections
- Antioxidant Properties
- Effects of EP On Immune Cell Functions
- Cancer
- NK Cells And Aging
- No Toxic Level
- Too Much of a Good Thing
- Combination Therapy In Leukemia Combat
- Veterinary Applications
- Standardization And Herb Mixtures
- Conclusions
- US Echinacea Production
- Prices

TEA COMPANY PROFILES
Akbar Brothers Ltd.
Alvita Tea
Ambo Exports
Arizona Beverage Company LLC
Asahi Soft Drinks Co. Ltd
Asian Tea & Exports Ltd.
Balaji Agro International
Barry's Tea
Battler Tea
Bigelow Tea Company
Bird's Nest
Brassica Teas
Bubble Tea Supply Australia
CCCI
Cape Natural Tea Products
Carritt Moran & Co. Pvt. Ltd.
Ceylon Black Tea Company
Ceylon Tea Exotica
Chakratea
Chamong Tee Exports Pvt. Ltd.
China FML Tea Trading Co., Ltd.
China Mist Tea Company
China Xiamen Mingren Tea Co. Ltd
Choice Organic Teas
Clipper Teas Ltd
Coetzee & Coetzee (Pty) Ltd.
Cooper Tea Company
Crescent International (Pvt) Ltd
DavidsTea
D.C.Ghose & Co (A) Pvt. Ltd.
Dean Foods
DPH GmbH
Darshanlal Jagdish Parshad -
Dr Pepper Snapple Group, Inc.
Establecimiento Las Marías
European Tea Suppliers
Expolanka Teas (Pvt) Ltd
FETCO Corporation
Fine Thai Teas
Finlay Tea Solutions
Finlays
Four C (4C) Foods
Future Generation Co. Ltd
Fuze Beverages LLC
GE Barbours Inc.
Girnar Group
Global Tea Brokers
Global Tea Ltd.
GmbH i. Gr.
Gokul International
Gold Peak
Gold Scarab
Golzar
Hain Celestial Group Inc.
Haelssen and Lyon
Harney & Sons Tea
Harris Tea Company
Hangzhou Choisun Tea Sci-Tech Co., Ltd.
Herbal Teas International
Heritage Teas
Honest Tea
House of Tea Tang
Hunan Kinglong Bio-resource Inc.
Imperial Teas (Pvt) Limited
Infusion GB
Ito En
James Finley
JFK International
JinYuXuan
Jing Tea Ltd.
J. Thomas & Co. Pvt. Ltd
Kaburagien Co Ltd
Kagoshima Tea
Kas & Kami International
Kayon Agro Industries & Co. Pvt. Ltd.
Kirin Beverage Company, Ltd
Koala Tea Company
Krauss
Lapis Teahouse
Leika Tea
LEROS Herbal Teas
Limtex Limited
Lipton
Lochan Tea
Maxwell House
Mcleod Russel India Ltd.
Metropolitan Tea Company
Milo's Tea Company
MingCha Premium Chinese Tea
MKB (Asia) Pvt. Ltd.
Monster Beverage Corporation
Monteray Bay Spice Company
Morinaga & Co. Ltd
Mountain Rose Herbs
M & P's Tea
Nagata Chaen
Nathmulls Tea Exports International
Nestea
Numi Organic Tea
Organic India
Out of Africa Trading
Peet's Coffee & Tea, Inc.? 
POM Wonderful
Premier's Tea Limited
Pu-erh Tea Company
Ranfer Group
Rather Jolly Tea
Red Diamond Inc.
Red Rose Tea
Reily Foods Company
Reindeer Biotech Co., Ltd
Republic of Tea
Revolution Tea Company
Rishi Tea
Robert Wilson Ceylon Tea
Roobos Limited
Royal Cup, Inc.
Salada Tea
Sasaki Green Tea Co. Ltd.
S&D Coffee, Inc.
SNA Tea Company
Shizuoka Tea
Silkroad Inc.
Sosro Fruit Tea
South Beach Beverage Company
Sri Lanka Tea Board
Starwest Botanical
Stash Specialty Tea Company
Stassen Australasia
Sunny BioDiscovery
Sunshine Wholesalers
Suntory Holdings Limited
Sweet Leaf Tea Company
T2
Taiyo Kagaku Co., Ltd.
Tata Global Beverages Ltd
Tazo Tea Company
T.C. Pharmaceutical Industries Co., Ltd.
Tea Connexions
Tea Emporium
Teacraft
Teazzers
Teavana Holdings, Inc.
TEKANNE GmbH & Co. KG
TeaFusion Wholesale
TEMA Enterprises, Inc.
Ten Ren Tea Co., Ltd.
Tetley
Thai Tea Suwirun
The Coffee Bean & Tea Leaf
The J.M. Smucker Company
Third Street Chai
Time Out Products Inc.
Topix Pharmaceuticals
Traditional Medicinals, Inc.
Trans-Herb Inc.
TTCL
Tuocha Tea
Turkey Hill Dairy
Twinings Tea
Tyllos of London
United Natural Foods, Inc.
Van Rees
Victorian Finest Teas
Wagh Bakri Tea Group
Whole Foods Market
Wisnottzky Tea
World Tea Media
Wuyun Tea Corporation
Xiamen Tea Imp & Exp Co., Ltd.
Yogi Tea
Yunling
YY Tea

TABLES
1.) Global Tea Production By Segment (USD Million): 2013-2018
2.) Global Black, Green, Other Tea Production (Metric Tons), Prices (USD/MT), Value (USD Million): 2007-2013
3.) Global Black, Green, Other Tea Production By Region (Metric Tons): 2007-2012
4.) Global Tea Production, Share Of Production, Exports And Share Of Exports By Country (Metric Tons): 2012
5.) Global Tea Exports And Re-Exports Volume (Metric Tons), Value (USD '000), Unit Price ($/MT) By Country: 2012
6.) Sri Lanka Black Tea Exports Volume (Metric Tons), Value (USD'000), Average Selling Price ($/MT, $/Kg) By Destination Country: 2012
7.) Kenya Tea Exports Volume (Metric Tons), Value (USD'000), Average Selling Price ($/MT, $/Kg) By Destination Country: 2012
8.) China Black And Other Tea Exports By Destination Country (Metric Tons): 2012
9.) India Tea Exports By Destination Country (Metric Tons): 2012
10.) Global Tea Imports For Consumption By Region (Metric Tons): 2007-2012
11.) Tea Import Volume For Consumption By Major Countries (Metric Tons): 2012
12.) US Tea Import Volume (Metric Tons), Value, (USD '000) Unit Price ($/MT, $/Kg) Black Vs. Green: 2012
13.) US Black Tea Import Volume (Metric Tons), Value (USD '000), Unit Price ($/MT, $/Kg) By Country: 2012
14.) Global Instant Tea Production By Country (Kilograms): 2007-2012
15.) Global Tea Production, Retentions, Imports, Consumption (Thousand Metric Tons): 2007-2012
16.) Per Capita Tea Consumption By Major Countries (Kilograms): 2010-2012
17.) Smallholder-Estate Ratio, Number of Tea Workers: China, India, Kenya, Sri Lanka
18.) Social, Economic, Environment Issues Impacting Estate/Factory Workers, Small-Scale Tea Farmers
19.) Ethical Tea Partnership, Rainforest Alliance, UTZ, Organic, Fair Trade Certifications: Key Attributes And Objectives
20.) Unilever, Tata Tea, Twinings: Global Market Shares, Future Certification Commitments
21.) Well-Known US Tea Rooms
22.) Action Of Tea And Tea Polyphenols Effects
23.) Global Green Tea Production (Metric Tons), Average Selling Price (USD/MT), Value (USD): 2013-2018
24.) Green Tea Share Of Total Tea Production (Metric Tons): 2007-2012
25.) Green Tea Exports Share Of Total Tea Production (Metric Tons/%): 2007-2012
26.) Global Green Tea Production By Country (Metric Tons, CAGR): 2007-2012
27.) Green Tea Exports As Share Of Production By Country (Metric Tons, %): 2012
28.) China Green Tea Exports By Destination Country (Metric Tons): 2012
29.) Sri Lanka Green Tea Exports Volume (Metric Tons), Value (USD '000), Average Selling Price ($/MT, $/Kg) By Destination Country: 2012
30.) US Green Tea Imports Volume (Metric Tons), Value (USD '000), Unit Price (USD/MT, USD/Kg) By Country: 2012
31.) Common Herbal Tea Types
32.) Global Medicinal Plant Exports By Country (USD Thousand, CAGR): 2008-2012
33.) Global Medicinal Plant Imports By Country And Growth Rate (USD Thousand): 2008-2012
34.) Global Medicinal Plant Trade Balance By Country And Growth Rate (USD Thousands): 2008-2012
35.) US Herbal And Medicinal Tea Retail Channel Sales By Type (USD Million): 2012 Vs. 2011
36.) Selected Herbal And Medicinal Tea Sales By Type And Mainstream Retail Vs. Natural And Health Food Channels (USD Million): 2012
37.) US Aggregate Harvest Of Dried Herbal And Medicinal Plants
By Type, Cultivated Vs. Wild (Pounds): 1999-2010
38.) US Aggregate Harvest Of Dried Herbal And Medicinal Plants By Type, Cultivated Vs. Wild (Pounds): 1999-2010
39.) Global Herbal And Medicinal Tea Production By Type (USD Million): 2013-2018
40.) Global Pharmaceutical Product Sales By Major Market (USD Billion): 2012
41.) Yerba Mate Exports By Country (USD Thousand): 2008-2012
42.) Yerba Mate Imports By Country (USD Thousand): 2008-2012
43.) Yerba Mate Trade Balance, (USD '000), Volume (Metric Tons), Price (USD/MT) By County: 2012
44.) Yerba Mate Trade Indicators (CAGR, Market Share, Supply distance, Market Concentration, Tarriffs) By Country (USD): 2012
45.) Argentina Yerba Mate Exports By Country (USD Thousand, CAGR): 2008-2012
46.) Leading Yerba Mate Brands
47.) Global Ginseng Production (Based On Fresh Ginseng) By Country (Metric Tons): 2012
48.) Global Ginseng Root Production Value (USD Million) By Major Countries: 2012
49.) Global Ginseng Root And Processed Products Production Volume (Metric Tons) And Value (USD Million) By Major Countries: 2012
50.) South Korea Ginseng Market By Type (USD Million): 2012
51.) Ginseng Exports By Country (USD Thousand, CAGR): 2008-2012
54.) Ginseng Root Value (USD '000), Volume (Metric Tons), Unit Price (USD/MT) By Country: 2012
55.) Ginseng Root Trade Indicators By Country 2012: CAGR Value, CAGR Volume, Global Import Market Share, Average Supplying Distance, Concentration, Tariffs
56.) Ginseng Prices (USD/Kg) By Type And Grade: 2011
57.) Traditional Uses of Echinacea (Coneflower) Extracts
58.) Antiviral Activities Of Echinacea At Noncytotoxic Concentrations
59.) Cytokines/Chemokines Induced By Viruses And Reversed By Echinacea Purpurea
60.) Antimicrobial Effects Of Echinacea Purpurea
61.) Echinacea Prices (USD/Kg) By Type, Grade, Origin: 2011
FIGURES
1.) Tea Plantation in the Cameron Highlands in Malaysia
2.) Leaves of Camellia Sinensis, the Tea Plant
3.) Fresh Tea Leaves of Different Sizes
4.) Tea Leaf Processing Methods For The Six Most Common Types Of Tea
5.) Scenes Of And Equipment For Tea Processing
6.) Examples Of Various Types Of Tea
7.) Sorted Black Teas
8.) Overview Of Major Players In The Tea Value Chain
9.) Volumes Of Certified Tea By Type Compared With Global Tea Production (Metric Tons): 2009-2011
10.) Tea-Induced Cancer Prevention
11.) Yerba Mate Plant
12.) Yerba Mate Plantation
13.) Panax Ginseng
14.) Ginseng Cultivation Distribution By Region, Species And Characteristics
15.) German Chamomile
16.) Roman Chamomile
17.) Echinacea Flower
18.) Echinacea Flower Head
19.) US Echinacea Dried Root Harvest By Type (Tons): 1999 – 2010 (Wild Only)
20.) Echinacea Dried Root Harvest By Type (Tons): 1997 – 2010 (Cultivated Only)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2718553/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information

Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/2718553/
Office Code: SCBRY2LH

Product Formats

Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 2400</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 3600</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 4800</td>
</tr>
</tbody>
</table>

Contact Information

Please enter all the information below in BLOCK CAPITALS

Title:
First Name: ___________________________ Last Name: ___________________________
Email Address: *
Job Title: ___________________________
Organisation: ___________________________
Address: ________________________________________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ___________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World