Global Tea Market - Growth, Trends and Forecast (2016 - 2021)

Description: The market value of tea in USA was USD 1215.9 million in 2015. The market value is projected to reach USD 1569.6 million by 2020. During 2010-2015, the market value grew at a CAGR of 4.2%. USA tea market is poised to be the fastest growing globally due to increasing popularity of RTD tea in the country. The market is estimated to grow at a CAGR 5.2%.

Changing demographics also provide an opportunity to the tea market as the growing middle class and urbanized population of many emerging and developing markets influence the consumption of the various types. Several food and beverage trends are motivating consumers to choose tea. The addition of the health benefits with convenience, availability and versatility of tea has helped create a new consumer experience, all while keeping the product offerings fresh and unique to grab more consumers.

Drivers

In the global tea market, the two most important types of tea produced are black tea and green tea. The major production is of black tea, which is nearly 60% of the global production and, nearly 30% comprises of green tea and remaining 10% are others. Black tea is predominantly produced and exported by Kenya and Sri Lanka. Green tea is mainly grown and consumed in China. Although black tea is the most produced and exported tea, production and exports of green tea are rapidly increasing.

Restraints

Looking at resource constraints in general, the availability of water, energy and vital nutrients, such as phosphorous, might put severe pressure on the tea industry in the future. Demand for water could be 40% higher than supply. Phosphorus, a non-renewable resource, is in increasingly short supply. On a global scale this will could lead to higher prices and a greater competition for resources. At the same time, the water crisis is estimated to worsen with time and the world is expected to reach a point of waging wars for water.

The market have been segmented region wise into North America, Europe, Asia pacific, Latin America, Africa, These regions are further segmented into analysis of production, analysis of consumption, analysis of imports, analysis of exports, analysis of price and its seasonality.

What the report offers

The report identifies the situation of Global Tea Market and predicts the growth of the market. Report talks about Tea production, consumption, import and export with prices, drivers, restraints, opportunities, supply chain analysis and market trends, Government regulations, growth forecast, etc.

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