
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.

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Ceylon Black Tea Company
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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
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GmbH i. Gr.
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Hangzhou Choisun Tea Sci-Tech Co., Ltd.
Herbal Teas International
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Honest Tea
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James Finley
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Kaburagien Co Ltd
Kagoshima Tea
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Kayan Agro Industries & Co. Pvt. Ltd.
Kirin Beverage Company, Ltd
Koala Tea Company
Kraus
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Leika Tea
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Lipton
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