

Forecasting Growth in the Chrysanthemum Tea Market by 2032

The [global chrysanthemum tea market](#)

is gaining momentum, driven by increasing consumer demand for natural and herbal beverages. Known for its health benefits, including stress relief, improved digestion, and anti-inflammatory properties, chrysanthemum tea has become a popular choice among health-conscious consumers.

According to DataIntel's latest research, the global chrysanthemum tea market was valued at USD 230 million in 2023 and is projected to reach USD 370 million by 2030, growing at a CAGR of 6.2% during the forecast period. The market growth is fueled by rising awareness of the health benefits of herbal teas and an increasing preference for sustainable and organic products.

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Market Dynamics

Key Drivers

1. **Health and Wellness Trends:** The global shift towards healthier lifestyles has driven the demand for herbal beverages, positioning chrysanthemum tea as a preferred choice.
2. **Natural and Organic Product Demand:** Consumers are increasingly opting for organic, chemical-free products, boosting the market for naturally processed chrysanthemum tea.
3. **Cultural Influence:** Traditional use of chrysanthemum tea in Asian countries is influencing its global adoption as a functional beverage.

Restraints

- **High Cost of Organic Products:** The premium pricing of organic chrysanthemum tea may limit its adoption among price-sensitive consumers.
- **Limited Awareness in Emerging Markets:** Lack of awareness about the benefits of chrysanthemum tea in certain regions acts as a constraint.

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Opportunities in the Chrysanthemum Tea Market

1. **Expansion**

