Blue Tea Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Coffee, Tea & Beverages (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/blue-tea-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 157.55 million
Projected Forecast (2031)	USD 157.55 million
Growth Rate (CAGR)	6.21 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Blue Tea industry](images/chart_2.png)

![Blue Tea Market Size](images/chart_3.png)

![Blue Tea Market Share by Product Type, 2025](images/chart_4.png)

![Blue Tea Market Share by Category, 2025](images/chart_5.png)

![Blue Tea Market Growth Rate by Region](images/chart_6.png)

![Blue Tea Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 157.55 Million |
Market Size (2031) | USD 212.93 Million |
Growth Rate (2026 - 2031) | 6.21 % |
Fastest Growing Market | North America |
Largest Market | Asia-Pacific |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Blue Tea Market Analysis by Mordor IntelligenceThe blue tea market size is expected to grow from USD 148.39 million in 2025 to USD 157.55 million in 2026, and is forecast to reach USD 212.93 million by 2031, at a 6.21% CAGR over 2026-2031. The blue tea market is built around Clitoria ternatea, or butterfly pea flower, and its naturally caffeine-free profile, antioxidant compounds, and pH-sensitive color. These attributes give brands several ways to position a single ingredient across packaged tea, cafés, and beverage menus. The blue tea market benefits when retail demand for wellness products overlaps with foodservice interest in visually distinctive drinks. Supply reliability is becoming as important as branding because Thailand remains a major source of butterfly pea flowers. Companies that combine traceable sourcing, consistent quality, and wider distribution can strengthen their position as the category develops.

Key Report Takeaways

* By product type, butterfly pea flower held 47.07% of the global category in 2025, while blended blue tea is forecast to grow at a 7.05% CAGR through 2031.
* By format, loose leaves accounted for 56.35% of the global category in 2025, while tea bags are forecast to expand at a 7.14% CAGR through 2031.
* By category, conventional blue tea held 64.74% of the market in 2025, while organic blue tea is forecast to grow at a 7.53% CAGR through 2031.
* By distribution channel, off-trade held 58.18% of the market in 2025, while on-trade is forecast to grow at a 7.82% CAGR through 2031.
* By geography, Asia-Pacific held 43.77% of the market in 2025, while North America is forecast to grow at a 7.57% CAGR through 2031.

Key Market Trends

Global Blue Tea Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Growing demand for functional and wellness beverages	+1.5%	Global, most pronounced in North America and Asia-Pacific core	Short term (≤ 2 years)
Increasing preference for natural and clean-label ingredients	+1.2%	North America and Europe, spill-over to Asia-Pacific urban markets	Short term (≤ 2 years)
Growing café and foodservice adoption	+1.0%	Asia-Pacific core, North America on-trade	Medium term (2–4 years)
Rising popularity of caffeine-free beverages	+0.9%	Global, especially Japan, South Korea, and the United States	Short term (≤ 2 years)
Product innovation and flavor blending	+0.7%	Global, led by India and North America innovation ecosystems	Medium term (2–4 years)
Interest in visually appealing beverages	+0.6%	Global, highest traction in North America and Western Europe	Short term (≤ 2 years)
Source: Mordor Intelligence			

Competitive Landscape

Competitive Landscape

The global blue tea market remains highly fragmented, with competition distributed among small and medium-sized enterprises, regional exporters, and specialty tea manufacturers. Prominent participants include Redplum Private Limited (Blue Tea), Madhu Jayanti International Pvt. Ltd. (TE-A-ME), Sancha Tea Boutique, Nuts Delish Pvt. Ltd. (Tea Better), and Kolar Herbs Pvt. Ltd. These companies compete by expanding product portfolios, securing high-quality botanical ingredients, and strengthening organic product offerings. Their competitive strategies also focus on increasing visibility through e-commerce platforms, specialty retail stores, and direct-to-consumer channels. Blue Tea

Market participants are using differentiated strategies to expand their brand presence and address evolving consumer preferences for wellness-oriented beverages. Specialist blue tea brands emphasize direct relationships with farmers, traceable sourcing, product authenticity, and digital consumer engagement to differentiate their offerings. For instance, Blue Tea has highlighted its direct engagement with farmers and partnerships, including its collaboration with IndiGo Airlines. In contrast, established tea companies use their broader distribution capabilities to reach mainstream consumers, as demonstrated by Bigelow Tea’s 2025 expansion of its Butterfly Pea Flower tea range across major U.S. retailers. Bigelow Tea

Competitive activity is increasingly moving beyond conventional herbal tea formats toward functional beverages, botanical blends, and innovative ready-to-drink applications. Manufacturers are exploring formulations that combine butterfly pea flower with ingredients such as chia seeds and stevia to enhance functional appeal and flavor differentiation. Technological advancements in anthocyanin stabilization, extraction efficiency, and microencapsulation may further support the use of blue tea ingredients across a wider range of beverage and food applications. Companies that maintain consistent quality, establish reliable supply networks, develop differentiated formulations, and make responsible wellness claims are likely to strengthen their market positioning.

Blue Tea Industry Leaders* Redplum Private Limited (Blue Tea)

* Madhu Jayanti International Pvt. Ltd. (TE-A-ME)

* Kolar Herbs Pvt. Ltd.

* Nuts Delish Pvt. Ltd. (Tea Better)

* Sancha Tea Boutique

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Blue Tea Market Report ScopeBlue tea is an herbal infusion made primarily from butterfly pea flowers (Clitoria Ternatea) and is known for its naturally vibrant blue color. By product type, the market is segmented into butterfly pea flower, blended blue tea, and others. By format, it is segmented into loose leaves, tea bags, powder, and others. By category, the market is divided into organic and conventional. By distribution channel, it is categorized into on-trade and off-trade. Geographically, the market covers North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa. Market forecasts are presented in terms of value (USD).

By Product TypeButterfly Pea Flower |
Blended Blue Tea |
Others |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |

Europe	Germany
	United Kingdom
	Italy
	France
	Spain
	Rest of Europe
Asia-Pacific	China
	Japan
	India
	Australia
	Rest of Asia-Pacific
South America	Brazil
	Argentina
	Rest of South America
Middle East and Africa	South Africa
	Saudi Arabia
	United Arab Emirates
	Rest of Middle East and Africa

Frequently Asked Questions

What is the projected growth rate for blue tea through 2031?

The global category is forecast to grow at a 6.21% CAGR from 2026 to 2031, reaching USD 212.93 million by 2031.

Which blue tea product type has the largest share?

Butterfly pea flower led product types with a 47.07% share in 2025, while blended products are expected to grow faster at a 7.05% CAGR.

Why are tea bags gaining importance in blue tea?

Tea bags are forecast to grow at a 7.14% CAGR through 2031 because they offer portion control, convenience, and a route into wider retail distribution.

Which region leads global demand for blue tea?

Asia-Pacific led with a 43.77% share in 2025, supported by regional familiarity with butterfly pea flower and a strong production base.