

## European Green Tea Extracts (GTE) Markets

Description: Green Tea Extracts Widen Application Base, Augmenting Revenue Potential

The European natural extracts market is emerging and in a state of intense competition. The shift towards natural ingredients and the trend towards ethnic foods are driving the expansion of the natural extracts market. Among the flurry of ingredients competing in the natural extracts market, green tea extracts (GTE) is a pioneer and one of the most prominent success stories. Positive media support, coupled with impressive validation of its benefits from academia, has propelled the European GTE market to a high growth stage.

Increasing consumer acceptance of enriched foods has widened the scope for new research into the benefits of GTE in the fortification of food and beverages. The popularity of products such as herbal teas and polyphenol supplements are a result of changing consumer preferences. In addition, the rising use of natural antioxidants in food application sectors and in new avenues such as nutricosmetics has created potential opportunities for the growth of the European GTE market.

Heightened awareness about the importance of polyphenols and their role in cancer therapy are boosting the demand for green tea extract ingredients in the food application, fortification and supplements industry. "Mounting scientific support about the positive effect of green teas on diseases such as hypertension and cancer has boosted the demand for such ingredients in foods," explains the analyst of this research. "In addition, the ease of application of these extracts into beverages, Europe's favourite method of supplementing its health, has further augmented the uptake of green tea extracts."

The market is, however, challenged by cut-throat competition and global overproduction of raw materials. In addition, there exists the threat of substitution from other polyphenol extracts. Such a scenario has resulted in an intensive drive to find innovative applications and renewed focus on product differentiation. Accordingly, green tea extracts have been penetrating new application sectors while leveraging their validated academic credibility to back these product claims.

### Demonstrated Health Benefits Support Uptake of Green Tea Extracts

Green tea extracts from the plant *Camellia sinensis* contain polyphenols and catechins, which are functional chemical compounds possessing nutritive properties that act effectively as preventive agents in the healthcare field. Polyphenols from green tea are an excellent resource of chemicals that act as antioxidant and anti-carcinogenic substances.

Green tea extracts are one of the most well researched extracts in the natural extract sector, with over 500 validated research studies published worldwide. The market for green tea is in a high growth stage with increasing volume growth rates between 13.0-14.0 per cent. "Moreover, the rapid growth of the fortification and cosmeceutical industry and the known benefits of green tea have opened up viable opportunities for GTE manufacturers," adds the analyst of this research. "In addition, antioxidants and dietary supplements are other application areas witnessing strong growth rates."

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