



# HERBAL TEA'S VISION TOWARDS THE INDIAN MARKET

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## 1.1 INTRODUCTION OF HERBAL TEA

Although many believe that herbal tea looks like tea and is prepared similarly to tea, it is not considered tea. This is because they are not native to the Camellia Sinensis bush, the source of all teas. More appropriately, "tisanes" are the combinations of many components that make up herbal teas. The dried leaves, seeds, grasses, nuts, barks, fruits, flowers, or other botanical components that give herbal tea flavour and health benefits are combined to make tisanes. Most herbal teas may consist of one primary herbal ingredient or a blend of herbal ingredients meant to bring about a specific objective, such as relaxation, rejuvenation, or relief from a specific condition, amongst other things.

## 1.2 BENEFITS OF HERBAL TEAS

Teas are prepared from plants, seeds, flowers, roots, or fruits, except Camellia sinensis, referred to as herbal teas. For thousands of years, people have utilised them as all-natural home cures. Herbs and seeds were utilised before the development of modern medicine to cure a wide range of conditions, from fevers and rashes to infections. Even if hundreds or thousands of years have passed since their discovery, some still require additional study to demonstrate their advantages. However, herbal teas are a deeply ingrained part of our lives and can go beyond simple herbal medicines. They are an excellent option for stress treatment because of their reputation for promoting a tranquil and relaxed frame of mind. They can also help with stomach and intestinal problems and are suitable for the heart. Herbal teas' purifying qualities aid in the body's detoxification, and their nutrient-rich compositions promote vitality and general well-being. Because of their rich antioxidant content, they are especially beneficial for boosting the immune system and nourishing the nervous system. Furthermore, herbal teas can increase energy levels without the caffeine in coffee and regular teas, making them an excellent option for anyone wishing to energise their body naturally. They also help prevent colds, stimulate internal organs, and encourage a good night's sleep. It's also caffeine-free and available in a range of delectable flavours.

## 2.TOP 5 HERBAL TEA BRANDS IN INDIA

- I. **Tata Tea** - A subsidiary of Tata Consumer Products, Tata Tea offers a wide range of black, green, and herbal teas.
- II. **Red Label** - Owned by Unilever, Red Label is known for its Natural Care Tea, a blend of black tea with Ayurvedic ingredients.
- III. **Wagh Bakri** - A premium brand headquartered in Ahmedabad, Wagh Bakri sells various tea products, including herbal tea.
- IV. **Society Tea** - Owned by Hasmukh Rai & Co., Society Tea offers various teas, including herbal tea.
- V. **Organic India** - Specializes in organic herbal teas and is known for its commitment to sustainability and quality

### 2.1 Alternanthera Sessilis: Herbal tea

Ponnangannikeerai, commonly known as **Alternanthera sessilis**, is a healthy aquatic plant in tropical and subtropical Asia. It belongs to the Amaranthaceae family and is known for its health advantages. This perennial herb spreads on the ground and roots at the nodes. It has elliptical leaves and glossy white blooms.

Ponnangannikeerai is classified into **nattu** (green leaves) and **seemai** (pink leaves). Both types have similar health benefits and are often consumed as green vegetables. The plant and its leaves have several health benefits, making them an essential supplement to any balanced diet.

### Nutrition Facts

Ponnangannikeerai has 73 calories, 5 grams of protein, 1 gram of fat, 12 grams of carbohydrate, 3 grams of dietary fibre, 2 grams of minerals, 510 mg of calcium, 60 mg of phosphorus, 2mg of iron, and 77% water content.

### 2.2 Alternanthera Sessile Growth

Alternanthera sessilis, also known as Sessile Joyweed and Dwarf Copperleaf, is a perennial herb native to Asia and Africa. It grows as a weed on India's plains, particularly in damp areas like shallow rice fields, along roadsides, and in kitchen gardens<sup>1</sup>. It favours moist soils and can be found along ditches, fallow land, and in moist soils of lakes, swamps, irrigation canals, rice fields, dams, and navigation channels up to 1200



meters altitude. The following is a quick guide on growing *Alternanthera sessilis*:

- **Gathering Seeds:** Gather fully developed seeds from a robust plant. The seeds have a black hue and are tiny.
- **Soil Preparation:** Prepare garden soil or potting mix that drains effectively. For better soil quality, combine well-rotted manure with organic compost.
- **Planting:** Place the seeds on the top of the soil and gently press them down. They shouldn't be buried too deep since they require light to germinate.

- **Temperature and Light:** For germination, keep the temperature between 21 and 29°C (70 to 85°F). Also, provide plenty of light.
- **Watering:** Maintain a constant, somewhat damp but not saturated soil. When the soil's top layer appears dry, water it.

### 2.3 Benefits of *Alternanthera sessilis* herbal tea

*Alternanthera sessilis*, commonly called dwarf copperleaf or sessile joyweed, has multiple medical uses. A few advantages linked to this plant are as follows:

S.NO	Health Benefits	DESCRIPTION
1	<b>Eyesight Improvement</b>	Strengthening the muscles and nerves in the eyes is thought to help issues like night blindness and improve eyesight.
2	<b>Digestive Health</b>	The plant is used in traditional treatments for piles and may help with digestive problems like acidity.
3	<b>Hair Growth</b>	Extracts from the plant are used in hair oils to stimulate hair growth and reduce ocular irritation.
4	<b>Liver Health</b>	Naturopathic medicines for liver conditions like hepatitis and jaundice contain it.
5	<b>Nervous System</b>	It is believed that the plant calms the nervous system, which enhances memory and sleep.
6	<b>Fertility</b>	Regular ingestion of the leaves may aid in the treatment of infertility.
7	<b>Cancer Prevention</b>	According to some, it contains qualities that aid in removing toxins from the blood, which may help prevent cancer.

### Findings

- The need for herbal products and their nutrition is significant for consuming food over supplements. Tisanes are the combinations of many components that make up herbal teas.
- It has many benefits for humankind with slight side effects only if it crosses limitations.

### Suggestions

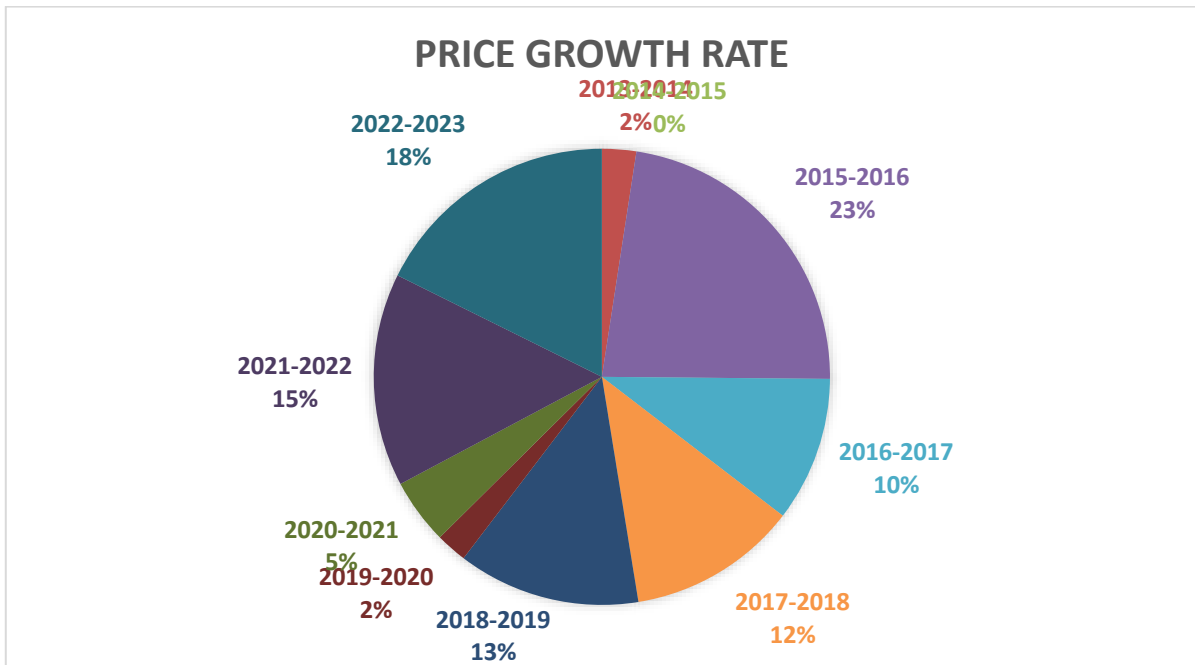
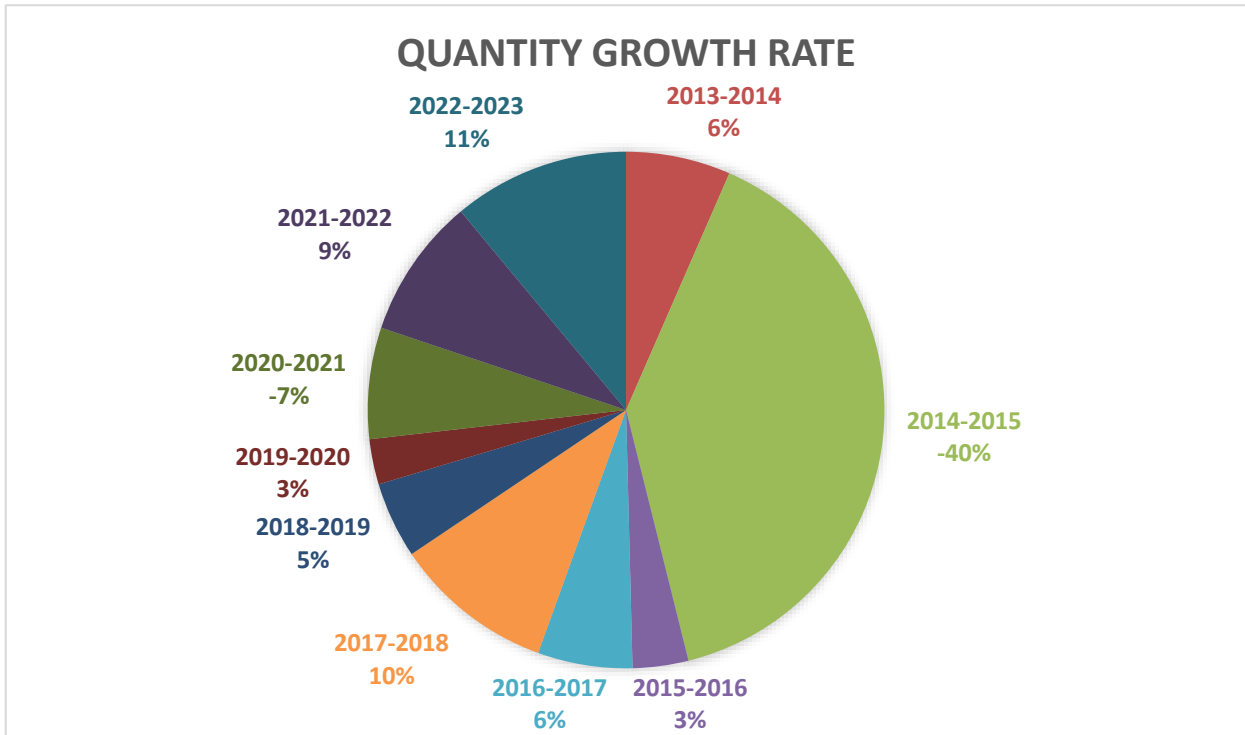
- In recent days, moving from artificial to natural products has been welcomed by people due to their benefits. 'Food is medicine' from Mother Nature to cater to the health-conscious market. Continuous findings, awareness, and suitable practice for growing and using herbal products are vital for relaxation, rejuvenation, relief, and boosting the immune system in humans.

### 2.4 Export of herbal tea in India

Herbal tea and HSN Code 21012090 export data of World - 972 export shipments.

◆ **TABLE 1 Comprehensive Analysis of Export Trends and Price&Quantity of HERBAL TEA (2012-2023):**

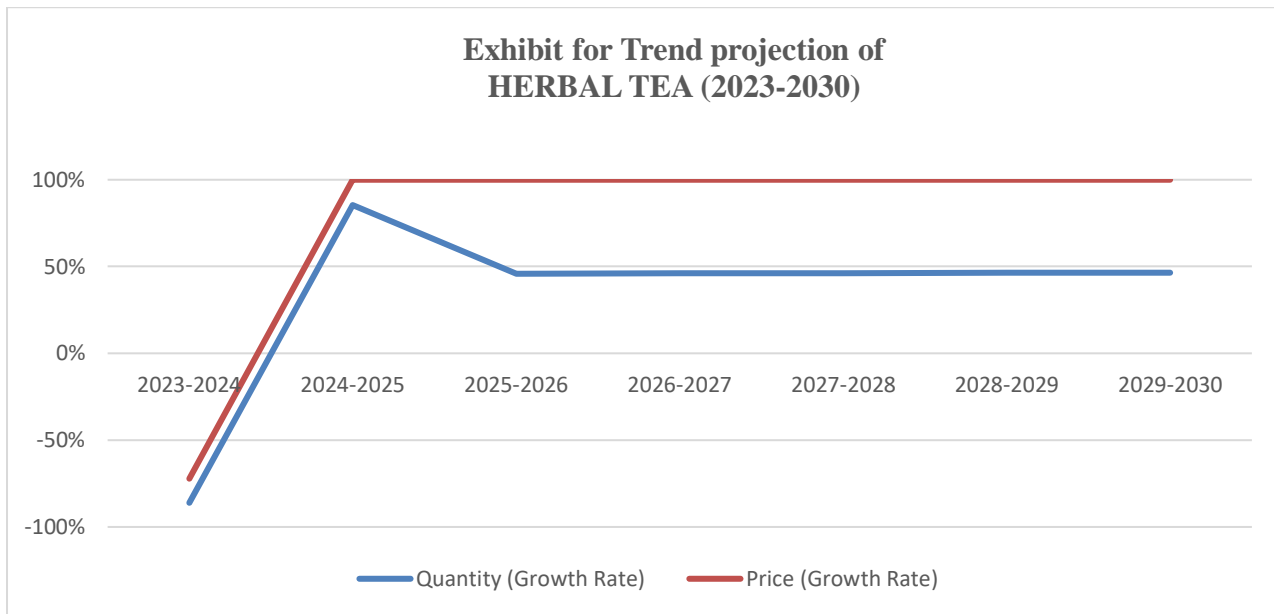
S.NO	YEAR	Quantity in Thousands	%	Growth Rate	PRICE(val. In lac)	%	Growth Rate
1	<b>2012-2013</b>	1,636.65	6.66	—	2,871.16	3.09	—
2	<b>2013-2014</b>	2,019.90	8.22	18.97	2,989.10	3.21	3.73
3	<b>2014-2015</b>	940.25	3.83	-114.62	2,983.48	3.21	0
4	<b>2015-2016</b>	1,046.35	4.26	10.1	4,593.25	4.93	34.96
5	<b>2016-2017</b>	1,263.51	5.14	17.18	5,455.99	5.86	15.81
6	<b>2017-2018</b>	1,782.86	7.25	29.13	6,693.90	7.19	18.49
7	<b>2018-2019</b>	2,068.82	8.42	13.82	8,357.90	8.98	19.90
8	<b>2019-2020</b>	2,254.28	9.17	8.22	8,651.52	9.29	3.39
9	<b>2020-2021</b>	1,875.58	7.63	-20.19	9,318.21	10.01	7.15
10	<b>2021-2022</b>	2,517.06	10.24	25.48	12,143.69	13.04	23.26
11	<b>2022-2023</b>	3,701.55	15.07	31.99	16,676.97	17.92	27.18
	<b>TOTAL</b>	<b>21,106.81</b>	<b>100.00</b>		<b>80,735.17</b>	<b>100.00</b>	



SOURCE: <https://tradedstat.commerce.gov.in/eidb/ecomq.asp>

◆ TABLE 2 Trend projection of Export Trends and Price and quantity of HERBAL TEA (2023-2030):

Year	Quantity (Growth Rate)	Price (Growth Rate)
2023-2024	-41.44	6.69
2024-2025	36.71	6.27
2025-2026	4.98	5.90
2026-2027	4.75	5.57
2027-2028	4.53	5.28
2028-2029	4.34	5.02
2029-2030	4.16	4.78



The Indian herbal tea market was valued at approximately **USD 3.3 billion** in 2021. It is projected to grow from **USD 3.47 billion** in 2022 to **USD 4.88 billion** by 2030, exhibiting a compound annual growth rate (CAGR) of **5.0%** during the forecast period (2022 - 2030).

## CONCLUSION

Herbal teas are famous worldwide as a beverage and have been utilised as therapeutic vehicles in traditional medicine. Herbal teas may have therapeutic benefits in areas like diabetes, high blood pressure, weight management, and the health of women and mothers, according to clinical and observational studies. Despite the encouraging results, few studies examine herbal teas' safety and clinical usefulness. More research is therefore required to properly comprehend the effects of frequent herbal tea consumption on general health.

Herbal tea consumption can be a lovely way to take advantage of their possible health benefits. Still, it's advisable to speak with a healthcare professional before making any dietary changes, especially if you have any medical concerns or are taking medication.

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