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# GLOBAL HERBAL TEA EXPORT GUIDE

A comprehensive road map for Indian exporters navigating  
the thriving international wellness beverage market

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# THE RISING TIDE OF HERBAL WELLNESS

Herbal tea has emerged as one of the fastest-growing segments in the global functional beverage market, driven by increasing consumer awareness of natural health solutions and preventive wellness.

The shift towards plant-based, caffeine-free alternatives has positioned herbal infusions at the forefront of the wellness revolution, with projected annual growth rates exceeding 8% through 2030. Indian herbal teas, rooted in Ayurvedic traditions, offer authentic botanical profiles that international buyers increasingly seek for their therapeutic properties and cultural authenticity.



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# HIGH-DEMAND HERBAL TEA VARIETIES

Understanding which botanicals command premium prices and consistent international orders



## Tulsi (Holy Basil)

Adaptogenic properties drive strong demand across North American and European wellness markets for stress relief formulations.



## Chamomile

Classic calming tea with established consumer recognition; consistent year-round demand from hospitality and retail sectors globally.



## Hibiscus

Rich in antioxidants with cardiovascular benefits; increasingly popular in functional beverage blends and ready-to-drink formats.



## Moringa

Nutrient-dense superfood status creates premium positioning; strong growth in health-conscious markets across Asia-Pacific and Middle East.



## Ginger

Digestive health and immunity support drive demand; versatile ingredient for blends with established culinary familiarity worldwide.



## Turmeric

Anti-inflammatory properties backed by research; explosive growth in wellness segments, particularly golden milk and latte blends.

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# KEY INTERNATIONAL MARKETS FOR INDIAN HERBAL TEA

## UNITED STATES & CANADA

Largest import market with strong wellness culture

- Premium organic segments
- Private label opportunities
- Specialty retail expansion

## EUROPEAN UNION

Sophisticated consumers valuing authenticity and sustainability

- Germany, UK, Netherlands lead imports
- Strict quality standards
- Fair trade preferences

## Middle East & UAE

Growing health-conscious demographics with purchasing power

- Hotel and hospitality demand
- Ayurvedic wellness tourism
- Re-export hub opportunities

## Australia & New Zealand

Early adopters of functional foods and natural remedies

- Organic certification essential
- Direct-to-consumer channels
- Ethical sourcing expectations

# Critical Quality Parameters for Export Success

1

## Purity Standards

Zero contamination from pesticides, heavy metals, or foreign matter. Third-party testing demonstrates commitment to international food safety protocols.

2

## Aroma Profile

Consistent volatile oil content and characteristic fragrance preserved through proper drying and storage. Sensory evaluation matches buyer specifications.

3

## Moisture Content

Optimal range between 8-12% prevents microbial growth whilst maintaining botanical integrity. Critical for shelf stability during international transit.

4

## CUT SIZE & UNIFORMITY

Standardised particle size ensure even extraction and premium presentation. Consistency in processing reflects professional manufacturing capabilities.

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# Essential Certifications for Market Access

## Mandatory Registrations

- **FSSAI Registration**

Food Safety and Standards Authority of India license validates manufacturing compliance

- **APEDA Registration**

Agricultural and Processed Food Products Export Development Authority enables official export status

- **Import Country FDA**

Destination market food authority registration (varies by country)

## Competitive Certifications

- **Organic Certification**

NPOP, USDA Organic, EU Organic unlock premium pricing and niche markets

- **ISO 22000 / HACCP**

Food safety management systems demonstrate operational excellence

- **Fair Trade / Rainforest Alliance**

Ethical sourcing credentials increasingly requested by conscious buyers

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# Laboratory Testing & Compliance Documentation

International buyers require comprehensive analytical evidence to meet stringent food safety regulations in their respective markets.

01

## Microbiological Testing

Total plate count, yeast, mould, pathogens (E.coli, Salmonella) from accredited laboratories

02

## Pesticide Residue Analysis

Multi-residue screening against EU MRL limits or destination country standards

03

## Heavy Metal Testing

Lead, cadmium, arsenic, mercury levels within permissible limits

04

## Aflatoxin Analysis

Mycotoxin testing particularly critical for certain botanicals and markets

05

## Certificate of Analysis

Comprehensive report covering all quality parameters with each shipment

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# Packaging, Shelf-Life & Labelling Requirements

1

## Packaging Materials

Food-grade metallised films, biodegradable options, nitrogen flushing for extended freshness. Light-barrier and moisture-resistant properties essential.

2

## Shelf-Life Standards

Typically 18-24 months with proper storage. Accelerated stability testing validates expiry dates for international transit and retail cycles.

3

## Label Compliance

Ingredient declarations, allergen statements, net weight, country of origin, importer details in destination language. Nutritional information where mandated.

- Pro Tip:** Work with experienced packaging consultants familiar with FDA, EU, and other market-specific labelling regulations to avoid costly rejections at customs.

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# HS Codes & Export Documentation

## Common HS Codes

Herbal Tea (General)	0902.40.90
Tulsi / Basil Tea	1211.90.30
Chamomile	1211.90.10
Ginger Tea	0910.11.00
Turmeric Tea	0910.30.00

## Essential Export Documents

- Commercial Invoice with detailed product description
- Packing List specifying carton contents and weights Bill of
- Lading / Airway Bill for shipment tracking Certificate of Origin
- (preferably from Export Promotion Council)
- Phytosanitary Certificate confirming plant health standards
- APEDA RCMC (if applicable for incentive schemes) Insurance
- Certificate covering cargo value Health Certificate / Free Sale
- Certificate (market dependent)

Verify current codes with customs authorities as classifications may vary by product formulation

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# BUILDING YOUR GLOBAL BUYER NETWORK

1

## WELLNESS & SUPPLEMENT BRANDS

Direct partnerships with established brands seeking authentic Ayurvedic ingredients. Position as reliable B2B supplier with consistent quality and traceability.

2

## IMPORTERS & DISTRIBUTORS

Build relationships with specialised tea importers who understand regulatory landscapes and have established retail networks across multiple channels.

3

## PRIVATE LABEL MANUFACTURERS

Offer custom blending, packaging solutions, and white-label services to retailers developing their own branded herbal tea lines.

4

## HOSPITALITY & FOOD SERVICE

Target premium hotels, spas, and airlines seeking unique wellness beverage offerings that align with their brand positioning.

## Scaling Strategies

Leverage digital platforms (Alibaba, India MART International), attend key trade shows (World Tea Expo, SIAL, Biofach), develop professional marketing collateral showcasing certifications and quality standards, and invest in consistent branding that communicates your authentic Indian heritage combined with world-class manufacturing excellence.

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