

New Report Reveals the U.S. States Most Interested in Herbal Tea

A new data analysis from NaturalEvity has revealed which U.S. states show the highest search interest in herbal tea and highlights emerging lifestyle patterns shaping how Americans explore beverage routines.

Rank	State	Searches per 1,000 Residents
1	California	2.74
2	New York	2.73
3	Massachusetts	2.6
4	Georgia	2.57
5	Texas	2.42
6	New Jersey	2.38
7	Florida	2.34
8	Maryland	2.32
9	Illinois	2.31
10	North Carolina	2.3

Detroit, Michigan Dec 9, 2025 ([IssueWire.com](https://www.issuewire.com)) - A new data analysis from NaturalEvity has revealed which U.S. states show the highest search interest in herbal tea and highlights emerging lifestyle patterns shaping how Americans explore beverage routines.

The study analyzed search volumes for 12 herbal tea categories across all 50 states and normalized the data per 1,000 residents. This approach identifies regions where interest is most concentrated relative to population size.

The [findings](#) suggest shifting lifestyle behaviors, evolving evening routines, and growing curiosity about caffeine-free beverage options.

California Leads the Nation in Herbal Tea Search Interest

Herbal tea-related searches are most common in California, followed closely by New York and Massachusetts.

Top 10 U.S. States With the Highest Herbal Tea Search Interest (Per 1,000 Residents)

- **California — 2.74**
- **New York — 2.73**
- **Massachusetts — 2.60**
- **Georgia — 2.57**
- **Texas — 2.42**
- **New Jersey — 2.38**
- **Florida — 2.34**
- **Maryland — 2.32**
- **Illinois — 2.31**
- **North Carolina — 2.30**

These figures reflect where residents are most actively exploring herbal tea-related topics online.

Key Patterns Observed in the Search Data1. Evening & Routine-Focused Searches Are

Common in High-Density States

Many larger metro regions show increased searches related to nighttime or calming rituals, suggesting interest in structured daily routines and beverage habits.

2. Search Interest in Caffeine-Free Alternatives Is Widespread

Across the country, many states show strong engagement with caffeine-free beverage categories, often associated with unwinding or evening preferences.

3. Lifestyle-Related Searches Vary By Region

- **Southern & Midwestern states** show stronger activity in searches tied to everyday beverage rituals and warm drink habits.
- **Coastal states** tend to explore a broader range of herbal blends and routine-centered beverages.

4. Post-2020 Lifestyle Adjustments May Still Influence Search Behavior

Search trends suggest consumers continue to explore at-home rituals and beverage options developed in recent years.

5. Curiosity About Botanical & Fruit-Based Teas Remains High

Floral, hibiscus-style, and fruit-forward blends appear consistently across multiple regions.

Regional Highlights Coast — High Exploration Across Categories

California shows strong per-capita interest across multiple herbal tea categories, ranging from fruit-based blends to beverages commonly associated with evening routines.

Northeast — Concentrated Search Behavior

Massachusetts and New Jersey rank highly, with consistent exploration of beverage routines among residents of densely populated areas.

South — Interest in Everyday & Functional Beverage Rituals

Georgia, Florida, and Texas show substantial search activity in categories tied to daily beverage habits and warm drinks.

Midwest — Strong Interest in Routine-Focused Searches

States such as Illinois show noticeable engagement with categories often associated with unwinding or structured evening rituals.

Why These Trends Are Relevant

Herbal tea search behavior offers insight into how Americans explore beverage choices, daily routines, and lifestyle preferences. These patterns may reflect:

- curiosity about caffeine-free options
- interest in evening or routine-based beverages
- a shift toward simpler, ritual-centered habits at home

It's important to note that search data does not indicate health outcomes or motivations, but it does illustrate growing cultural engagement with herbal tea as part of daily routines.

Methodology

NaturalEvity analyzed U.S. search volume data for 12 herbal tea categories across all 50 states. The data was normalized using the following formula:

Herbal Tea Searches per 1,000 Residents = (Total Searches ÷ State Population) × 1,000

States were ranked based on the resulting per-capita interest.
No medical interpretations or conclusions were drawn from the search behavior.

About NaturalEvity

At [NaturalEvity](#), we are passionate about bringing you the finest hibiscus products to elevate your everyday experiences. Committed to excellence, our carefully curated offerings include hibiscus whole flowers, cut & sifted hibiscus, hibiscus powder, and convenient tea bags, all crafted with the utmost precision to meet the highest quality standards. Whether you're savoring a tangy brew, enhancing a culinary masterpiece, or exploring DIY creations, our products inspire a more vibrant and fulfilling lifestyle.

Media Contact

NaturalEvity

*****@gmail.com

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