



6 Factors Which Affect Puerh Tea Price

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How much is a piece of Puerh tea? First of all, we must understand what aspects of a commodity's value include?

As far as Puerh tea is concerned, the main factors that determine the value and price are: first, the value of raw materials, second, the value of crafts, third, the value of brand, fourth, the relationship between supply and demand, fifth, the storage conditions and time, and sixth, the added value.



1. Raw material value.

Evaluating the value of raw materials mainly includes three aspects: one is mountain, one is variety, and the other is tree age. Variety and environment constitute the characteristics of the production area, and the age of the tree determines the connotation and deep value of tea. According to these three factors, the valuation of raw materials has certain rationality.

"Red wine talks about wineries, Puerh talks about hilltops." This is a more agreed statement in the industry, indicating that hilltops have a great decisive value for Puerh tea. There are 13 famous tea mountains and villages in Puerh Tea: Jinggu, Yiwu, Youle, Brown, Banzhang, Nannuo, Mengsong, Jingmai, Bangwei, Qianjiazhai, Zhenyuan, Wuliangshan and Mengku. The other is the variety. The definition of Puerh tea is the tea made from Yunnan big leaf species as raw materials and made by a specific process. Among the Yunnan big leaf species,

the Mengku big leaf species in Iceland should be familiar to everyone. At the last tree age, ancient tree tea is expensive, and platform tea is generally cheaper.

2.craft value.

Process value is very important. A very important part of Puerh tea's later aging value is reflected in the blending, and blending requires technology, and the technical barriers are still quite high. Secondly, the technical requirements of the piling of cooked tea are also very high, which is why Bajiao Ting cooked tea has a high position in the industry, because others have high technology and others cannot imitate it.

3. Brand value.

Needless to say, the value of the brand is naturally chaotic. The market in Puerh tea industry is chaotic, and the water is deep in jargon. We also often hear from friends around us that buying Puerh tea is not recommended to buy casually. Because of the deep water, many people run into a dream to enter the Puerh tea market and come back empty-handed.

4. Supply and demand.

Things are rare, and rare and precious things are more expensive for people who buy them. I believe everyone understands this truth. Whether Puerh tea can add value depends on the fact that Puerh tea has been collected from the hotspot areas of collection, and Hong Kong, Taiwan, Guangdong, and Yunnan continue to move towards the national and foreign markets. From the point of view of the relationship between economic supply and demand to determine the price of products, as the raw materials for the production of Puerh tea are unique to Yunnan, and in a certain period of time, the output of Yunnan large-leaf tea cannot be greatly increased. Tree tea will only become scarce with excessive picking, and its raw material value will only increase.

In terms of market demand, as Puerh tea continues to become popular as a fashionable and healthy drink at home and abroad, the collected Puerh tea must have a great return on investment.

5. Storage conditions and time.

Puerh tea has good storage environment and good storage management to produce high-quality Puerh tea, the biggest cost is time. Therefore, the prices of high-quality Puerh tea, old tea, [new tea](#) and ordinary Puerh tea vary greatly. A few years and decades of aging time has formed its precious history, culture and commemorative value.

6. Added value.

Puerh tea has the characteristics of becoming more and more fragrant, which determines that Puerh tea has collection characteristics. The longer the storage of [Puerh tea](#), the more beneficial substances it produces by fermentation, so Puerh tea can be said to be unique among teas. Because of this, the value of its collection has become increasingly prominent, and has gradually become a new favorite of collectors. This year's new tea is one price, and another price after 5 years and 10 years.

Finally, it should be noted that the price of tea does not necessarily reflect the value of tea. How do you see the value of a piece of Puerh tea? In fact, this thing is mysterious, but it's not that complicated. If you throw it to the market, the market will naturally give a price.

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