

Matcha tea Market by Product Type (Regular and Flavored), Form (Powder and Liquid), Nature (Conventional and Organic), and distribution Channel (Supermarket/Hypermarket, Specialty store, Foodservice, Online Store, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

The global matcha tea market was valued at \$2,454.3 million in 2019, and is projected to reach \$4,480.5 million by 2027, registering a CAGR of 7.1%.

Matcha tea is a type of green tea that is made by picking young tea leaves and subsequently grinding these tea leaves into a bright green powder. It is in powdered and liquid form in the market. It has a mellow and smooth flavor. Moreover, these matcha tea are easily available in the market through various distribution channels including online stores, supermarkets/hypermarket, specialty, and others. The continuous growth of online stores is expected to drive growth of the matcha tea market, in terms of value sales, during the forecast period.

Rise in number of health-conscious consumers across the globe boosts the market growth. Moreover, new innovations in the product done by the manufacturers fuels growth of the matcha tea market. However, high cost of matcha tea is expected to hamper growth of the market. On the contrary, rise in consumer awareness about organic products and rapid penetration of online retail platform are anticipated to offer immense opportunities for the market growth during the forecast period.

The global matcha tea market is segmented into product type, form, nature, sales

channel, and region. By product type, the market is classified regular and flavored. On the basis of form, it is categorized into powder and liquid. Depending on nature, it is divided into conventional and organic. As per sales channel, it is segregated into supermarket/hypermarket, specialty stores, foodservice, online store, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key players operating in the global matcha tea market focus on prominent strategies to overcome competition and maintain as well as improve their share worldwide. Some of the major players operating in the global matcha tea industry include AOI Tea Company, Ikeda Tea World, Unilever, The Hain Celestial Group Inc., ITO EN Ltd., Encha, Grace & Green, Green Foods, TATA Consumers Products Ltd., and Marukyu Koyamaen.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the global matcha tea market from 2021 to 2027 to identify the prevailing market opportunities.

The key countries in four major regions are mapped based on their market share.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier–buyer network.

In-depth analysis of the market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of market players.

The report includes the analysis of the regional as well as global market, key

players, market segments, application areas, and growth strategies.

KEY MARKET SEGMENTS

By Product Type

Regular

Flavored

By Form

Powder

Liquid

By Nature

Conventional

Organic

By Distribution Channel

Supermarket/Hypermarket

Specialty Store

Foodservice

Online Store

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia & New Zealand

South Korea

ASEAN

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Turkey

Rest of LAMEA

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