

Global Matcha Market Size Study and Forecast by Grade (Ceremonial Grade, Classic Grade, Culinary Grade), By Application, By Distribution Channel, and Regional Forecasts 2026-2036

<https://marketpublishers.com/r/GB11245F5E3BEN.html>

Date: June 2026

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: GB11245F5E3BEN

Abstracts

Global Matcha Market Definition and Scope

The Global Matcha Market valued at USD 5.02 billion in 2025 is anticipated to reach USD 10.63 billion by 2036, growing at 7.3% CAGR during the forecast period. Matcha has evolved from a traditional Japanese tea ingredient to a global functional food category. Consumer demand is moving to natural ingredients, clean label products and plant based nutritional solutions. This trend has expanded matcha's applications beyond traditional tea. Food manufacturers now use matcha in bakery products, confectionery, dairy alternatives, nutritional supplements and ready-to-drink beverages. Personal care companies are increasingly using matcha extracts for their antioxidant properties. Growth in awareness of wellness-focused lifestyles has supported the market further. According to a 2024 report from the World Health Organisation (WHO), most of the world's deaths are caused by noncommunicable diseases, leading consumers to adopt preventive nutrition strategies. The proliferation of e-commerce channels has dramatically increased access to products. Premiumization trends have boosted demand for ceremonial grade products, while foodservice operators have accelerated adoption of matcha-based drinks. Supply chains are also evolving through increased investment in cultivation, quality certification programs, and international distribution partnerships. These developments have driven the transformation of matcha from a niche specialty tea to a mainstream ingredient across a number of consumer industries.

Global Matcha Market: Key Highlights

The Global Matcha Market was valued at USD 5.02 billion in 2025, primarily driven by increasing consumer preference for antioxidant-rich functional beverages and natural wellness products.

The market is projected to reach USD 10.63 billion by 2036, growing at a CAGR of 7.3% during 2026–2036, propelled by expanding incorporation of matcha into innovative food and beverage formulations.

Asia Pacific leads the global market, supported by its long-established tea cultivation expertise and strong cultural consumption of matcha products.

Culinary Grade dominates the grade segment because of its affordability, versatility, and extensive use across beverages, bakery, and food preparation applications.

Matcha Beverages lead the application segment owing to widespread consumer demand for healthy ready-to-drink products and specialty caf? offerings.

Hypermarket/Supermarket dominates the distribution channel, supported by broad product availability, extensive retail networks, and convenient consumer access to packaged matcha products.

Research Scope and Methodology

This report analyzes the Global Matcha Market by Grade, Application, and Distribution Channel. The study investigates demand trends, production drivers, consumer behavior, pricing trends, regulatory shifts, trade flows, and technological innovations that impact market growth. The ecosystem comprises tea growers, processors, exporters, importers, beverage manufacturers, food companies, personal care formulators, retailers, e-commerce sites, and consumers. Key applications include traditional tea, ready-to-drink (RTD) beverages, functional foods, and cosmetics. The analysis assesses strategic positioning across developed and emerging markets through 2036.

The methodology is a combination of primary intelligence and extensive secondary validation. Industry developments are reviewed by analysts through interviews with producers, distributors, beverage manufacturers, retailers, procurement managers and industry specialists working along the matcha value chain.

Secondary sources include government agriculture databases, trade statistics, industry associations, customs records, company annual reports, investor presentations, sustainability disclosures and regulatory publications. As per 2024 data issued by Food and Agriculture Organization (FAO), global agricultural trade continues to witness strong value growth and supports cross border specialty ingredient markets.

Market estimates are based on demand side consumption analysis and supply side production estimates. Analysts measure production capacity, export volumes, cultivation acreage, processing infrastructure and end use penetration rates. Forecast models integrate macroeconomic indicators, consumer spending trends, health awareness metrics, retail channel evolution and technological advancements.

Triangulation techniques validate market assumptions. Scenario analysis evaluates potential outcomes across pricing, production, regulatory and demand environments to enhance forecast reliability.

Key Market Segments

By Grade:

Ceremonial Grade

Classic Grade

Culinary Grade

By Application:

Regular Tea

Matcha Beverages

Food

Personal Care

By Distribution Channel:

Hypermarket/Supermarket

Specialty Stores

Online Retail Stores

Others

Key Market Players

Aiya America Inc

The AOI Tea Company

Lppodo Tea USA

Vivid Vitality Ltd.

DoMatcha

Encha

Garden To Cup Organics

TEAJA Organics

Midori Spring

Jade Monk

Industry Trends

Consumer health priorities are driving additional shifts in the Global Matcha Market. The emphasis is changing to functional ingredients that promote wellness objectives and steer clear of synthetic additives. This trend is advantageous for Matcha, thanks to its antioxidant profile and upscale health

image.

Premiumization represents a significant market movement. Shoppers are seeking genuine ceremonial grade offerings, directly sourced from reputable growing areas. Origin transparency, traceability systems and certification programs are increasingly influencing purchasing decisions.

Beverage innovation with ready to drink beverage continues to expand commercial opportunities. Beverage companies are increasingly launching matcha infused energy drinks, sparkling beverages, dairy alternatives and nutritional formulations. Product developers use matcha to differentiate portfolios within highly competitive beverage categories.

Digital retail transformation has changed purchasing behavior. Online channels make specialty products available directly, previously unavailable via traditional retail channels. Subscription models, direct to consumer models and digital brand building efforts continue to gain momentum.

Organic cultivation practices are gaining importance. Consumers are showing increased interest in pesticide free production systems and environmentally responsible sourcing. This trend stimulates investment in sustainable farming practices and certification frameworks.

Matcha is being used more and more in food product development pipelines. Matcha is now used as a flavouring and functional ingredient in bakery products, confectionery, frozen desserts, protein formulations and nutritional snacks, which can help reduce reliance on traditional tea use.

Personal care uses continue to grow steadily. Cosmetic companies use matcha extracts in skin care products, citing antioxidant and anti inflammatory properties. Premium beauty brands are increasingly turning to matcha as a natural active ingredient.

Localizing the supply chain is becoming a strategic priority. Market participants are seeking greater resilience through diversified sourcing strategies and stronger supplier relationships. Investment is increasingly focused on expanding cultivation beyond traditional production areas.

Technological advances in processing and packaging contribute to maintaining

quality. Advanced grinding systems, controlled atmosphere packaging and traceability technologies improve product consistency and shelf stability.

Regulatory scrutiny is growing on food safety, labeling and organic certification standards. Companies are increasingly investing in compliance infrastructure to maintain access to international markets.

Moving forward, convergence of wellness, sustainability, premiumization and digital commerce will drive competitive dynamics. Companies that can deliver authentic sourcing, product innovation and omnichannel distribution strategies are likely to capture disproportionate market value during the forecast period.

Market Determinants

Rising Consumer Preference for Functional Nutrition: Consumers increasingly prioritize preventive health management through dietary choices. Matcha aligns with this preference due to its antioxidant profile, natural origin, and premium wellness positioning. This trend supports sustained demand growth across multiple end use industries.

Expansion of Premium Beverage Categories: Global beverage companies continue investing in functional and specialty drinks. Matcha offers flavor differentiation and health focused branding opportunities. Commercial adoption across cafés, foodservice chains, and packaged beverage manufacturers strengthens market expansion.

Growth of E Commerce Distribution: Digital commerce platforms reduce market entry barriers and improve product accessibility. Brands can directly engage consumers while expanding geographic reach. Online channels also facilitate premium product education and subscription based purchasing models.

Product Innovation Across Food Industries: Food manufacturers increasingly integrate matcha into confectionery, bakery, snack, and nutritional products. This diversification broadens demand sources and reduces reliance on traditional tea consumption patterns.

Supply Chain and Production Constraints: Premium matcha production requires specialized cultivation techniques and significant labor inputs. Limited availability

of high quality raw materials can create supply constraints and price volatility. These challenges affect scalability and profitability.

Quality Standardization Challenges

The market remains fragmented across grades, origins, and processing standards. Inconsistent quality creates barriers to consumer trust and commercial adoption. Companies increasingly invest in certification systems and traceability programs to address these concerns.

Opportunity Mapping Based on Market Trends

Functional Beverage Innovation: Growing demand for healthier beverage alternatives creates significant opportunities for matcha infused ready to drink products, nutritional beverages, and energy formulations.

Premium Organic Product Expansion: Consumer interest in sustainable and organic products supports premium pricing strategies. Investment in certified organic cultivation can strengthen long term profitability.

Personal Care Market Penetration: Beauty and skincare manufacturers increasingly seek natural active ingredients. Matcha based formulations offer attractive growth opportunities within premium cosmetic categories.

Emerging Market Distribution Expansion: Rising middle class populations and increasing wellness awareness in emerging economies create favorable conditions for regional market expansion and brand development initiatives.

Value-Creating Segments and Growth Pockets

Culinary grade leads the matcha market through broad foodservice and food manufacturing applications.

Market is segmented by Grade into Ceremonial Grade, Classic Grade and Culinary Grade. Currently, the market is led by the Culinary Grade segment, which is estimated to account for 56.8% of the market share in 2025. The current leadership is driven by huge usage in food manufacturing, beverage production and foodservice operations.

Manufacturers are also benefitted from scalable production economics and wider commercial applications. Supply availability remains stronger than premium grades. Industrial demand continues supporting volume expansion. Export competitiveness also favors culinary grade products.

Ceremonial Grade is expected to register the fastest CAGR of 15.9% during 2026-2036. Premiumisation Trends, Increased Consumer Education, Rising Disposable Incomes and Stronger Demand for Authentic Japanese Tea Experiences are Future Drivers of Growth Investment momentum is shifting to Premium Wellness Products with Traceable Sourcing Credentials.

Matcha beverages dominate application demand through expanding caf? culture and functional beverage consumption.

The market has been segmented by Application into Regular Tea, Matcha Beverages, Food, and Personal Care. Matcha Beverages are dominating the market with a projected 44.2% share in 2025. Commercial deployment is strongest in caf?s, foodservice chains, and packaged beverage portfolios. Consumer familiarity is continuing to increase through retail visibility. Product innovation remains highly active across beverage categories. Personal Care is projected to record the fastest CAGR of 18.4% during 2026-2036. Growth acceleration is facilitated by increasing demand for natural skincare ingredients, expanding clean beauty trends, increased product innovation, and premium cosmetic positioning strategies.

Hypermarkets and supermarkets lead distribution through extensive retail reach and strong consumer accessibility.

Market Segmentation of the Global Edible Insects Market by Distribution Channel, 2025 (USD Billion) Hypermarket/Supermarket 48.7% Specialty Stores Online Retail Stores Others Hypermarket/Supermarket is currently the leading distribution channel for the global edible insects market and is expected to hold a market share of 48.7% in 2025. The growth of hypermarkets is attributed to their broad geographic reach, high consumer traffic, strong merchandising capabilities, and the availability of a wide range of products. Large retailers also provide pricing and promotional support. The online retail stores segment is predicted to grow at the fastest CAGR of 17.6% during the forecast period 2026-2036. The growth of this segment is driven by the increasing adoption of digital commerce, direct to consumer, subscription purchasing models, and the convenience-oriented shopping experience.

Regional Market Assessment

North America strengthens market leadership through premium wellness adoption and mature retail infrastructure.

North America is a mature and commercially attractive market with strong demand for functional beverages and premium wellness products. Consumer awareness of antioxidant rich ingredients continues to support market expansion. Foodservice operators actively incorporate matcha into beverages and specialty menu offerings. Regulatory frameworks support product quality standards and transparent labeling practices. Major beverage companies continue to launch innovative matcha based formulations. E commerce adoption improves product accessibility. Corporate investment is increasingly directed towards premium and organic product categories. Importers, distributors and retailers are establishing strategic partnerships to support supply chain efficiency. Growing interest in preventive nutrition and clean label products creates favourable long term conditions for sustained market growth.

Europe drives premium matcha consumption through sustainable sourcing and organic product preferences.

The market position in Europe is healthy and supported by increasing demand for organic foods, sustainable sourcing practices and premium beverage categories. Consumers are increasingly seeking natural ingredients and environmental accountability. Regulatory requirements underpin transparency across food supply chains. Retailers are actively increasing their specialty tea and wellness product offerings. Demand is particularly strong in Western European markets with established health conscious consumer bases. Manufacturers continue to launch new food and beverage applications featuring matcha ingredients. Premium product positioning aligns with regional purchasing behavior. Investment activity is increasingly focused on organic certification and sustainable sourcing initiatives. These combined factors will support continued market growth throughout the forecast period.

Asia Pacific dominates the matcha market through established tea cultivation and strong production capabilities.

Asia Pacific region holds a significant share of the global matcha market with an estimated 43.6% in 2025. The region's dominance can be attributed to well-established tea consumption traditions, extensive cultivation infrastructure, strong export capabilities and concentrated production expertise. Japan continues to be an important provider of

premium grade products. Growing middle class populations provide a foundation for domestic demand growth in several countries. Beverage manufacturers are actively engaged in developing innovative matcha based products. The government support of agricultural exports will enhance international competitiveness. The processing capability is still high in the main production regions. The commercial deployment is still highest in the traditional as well as modern consumption channels. The region should continue to remain the leader with further production investment, technology advancement and export growth.

LAMEA emerges as the fastest-growing region through expanding retail networks and rising wellness awareness.

The LAMEA region is projected to witness the highest CAGR of 16.8% during the forecast period of 2026-2036. The growth momentum is being driven by rapid urbanization, increasing disposable incomes, expanding retail infrastructure and growing consumer exposure to global wellness trends. Premium beverage consumption is on the rise across key metropolitan markets. Importers and distributors are actively expanding their product portfolios to cater to the emerging demand. Foodservice operators are increasingly integrating matcha in specialty beverage menus. E-commerce platforms are enhancing consumer accessibility to premium imported products. Investment activities continue to gain momentum across distribution networks and specialty retail channels. The rising health consciousness and dietary diversification trends are providing favorable long-term market prospects across the region.

Recent Developments

March 2025: Aiya America expanded its premium matcha product portfolio across North American retail channels. The initiative strengthens the company's position in consumer wellness categories and reflects growing demand for premium matcha products.

November 2024: ITO EN Ltd. expanded international distribution initiatives for matcha beverage products. The development strengthens the company's global beverage presence and supports increasing consumer adoption of functional drinks.

July 2024: Matcha Maiden introduced new ready to drink matcha formulations targeting wellness focused consumers. The launch strengthens brand differentiation within premium beverage segments and reflects accelerating

product innovation trends.

February 2024: Nestl? expanded matcha flavored product offerings across selected food and beverage categories. The initiative supports portfolio diversification and demonstrates growing commercial interest in matcha based formulations.

Critical Business Questions Addressed

How large is the Global Matcha Market opportunity through 2036?

The report evaluates market expansion potential, demand drivers, and long term revenue creation opportunities across regions and segments.

Which segments offer the strongest investment returns?

The study identifies dominant segments, emerging growth pockets, and commercially attractive opportunities across grades, applications, and distribution channels.

What factors will shape future competitive positioning?

The report analyzes sourcing capabilities, product innovation, distribution strategies, certification frameworks, and brand differentiation drivers.

Which regional markets deserve strategic prioritization?

The assessment highlights regional demand patterns, infrastructure readiness, regulatory conditions, and investment attractiveness.

How will changing consumer behavior affect market development?

The analysis examines wellness trends, premiumization dynamics, sustainability preferences, and digital purchasing behavior influencing future demand.

Beyond the Forecast

The Global Matcha Market increasingly reflects the convergence of wellness economics, premium food innovation, and sustainable consumption priorities.

Competitive advantage will depend less on product availability and increasingly on sourcing transparency, quality assurance, and value chain control.

Companies that combine authentic origin positioning, digital distribution excellence, and diversified application development will capture the next phase of market value creation.

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