

Global Matcha Green Tea Powder Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Matcha green tea powder is a finely ground powder of specially grown and processed green tea leaves. It is known for its vibrant green color, earthy flavor, and numerous health benefits. Matcha is traditionally used in Japanese tea ceremonies but has gained popularity worldwide due to its antioxidant properties and potential health benefits. The market for matcha green tea powder has been steadily growing in recent years, driven by increasing consumer awareness of the health benefits associated with green tea consumption. The trend towards healthier lifestyles and the rising popularity of superfoods have also contributed to the growing demand for matcha green tea powder.

In addition to the health benefits, the convenience of matcha powder as a versatile ingredient in various recipes such as smoothies, lattes, and baked goods has further fueled its market growth. The market is also driven by the increasing availability of matcha products in cafes, restaurants, and retail stores, making it more accessible to consumers. Moreover, the rise of e-commerce platforms has made it easier for consumers to purchase matcha green tea powder online, contributing to the overall market expansion. Overall, the market trend for matcha green tea powder is expected to continue on an upward trajectory as more consumers seek healthier alternatives and unique culinary experiences.

This report provides a deep insight into the global Matcha Green Tea Powder market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Matcha Green Tea Powder Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Matcha Green Tea Powder market in any manner.

Global Matcha Green Tea Powder Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Guizhou Gui Tea Group

Aiya

Marushichi Seicha

Shaoxing Yuchacun Tea

Zhejiang Huamingyuan Tea

Marukyu Koyamaen

Yanoen

DoMatcha

AOI Seicha

Market Segmentation (by Type)

Drinking-use Matcha Green Tea Powder

Additive-use Matcha Green Tea Powder

Market Segmentation (by Application)

Drinking Tea

Pastry

Ice Cream

Beverage

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Matcha Green Tea Powder Market

Overview of the regional outlook of the Matcha Green Tea Powder Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major

players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Matcha Green Tea Powder Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan,

merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Matcha Green Tea Powder

1.2 Key Market Segments

1.2.1 Matcha Green Tea Powder Segment by Type

1.2.2 Matcha Green Tea Powder Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MATCHA GREEN TEA POWDER MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Matcha Green Tea Powder Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Matcha Green Tea Powder Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MATCHA GREEN TEA POWDER MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Matcha Green Tea Powder Product Life Cycle

3.3 Global Matcha Green Tea Powder Sales by Manufacturers (2020-2025)

3.4 Global Matcha Green Tea Powder Revenue Market Share by Manufacturers (2020-2025)

3.5 Matcha Green Tea Powder Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Matcha Green Tea Powder Average Price by Manufacturers (2020-2025)

3.7 Manufacturers Matcha Green Tea Powder Manufacturing Sites, Area Served, Product Type

3.8 Matcha Green Tea Powder Market Competitive Situation and Trends

3.8.1 Matcha Green Tea Powder Market Concentration Rate

3.8.2 Global 5 and 10 Largest Matcha Green Tea Powder Players Market Share by

Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 MATCHA GREEN TEA POWDER INDUSTRY CHAIN ANALYSIS

4.1 Matcha Green Tea Powder Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MATCHA GREEN TEA POWDER MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Matcha Green Tea Powder Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 Global Trade Frictions and Their Impacts to Matcha Green Tea Powder Market

5.7 ESG Ratings of Leading Companies

6 MATCHA GREEN TEA POWDER MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Matcha Green Tea Powder Sales Market Share by Type (2020-2025)

6.3 Global Matcha Green Tea Powder Market Size Market Share by Type (2020-2025)

6.4 Global Matcha Green Tea Powder Price by Type (2020-2025)

7 MATCHA GREEN TEA POWDER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Matcha Green Tea Powder Market Sales by Application (2020-2025)
- 7.3 Global Matcha Green Tea Powder Market Size (M USD) by Application (2020-2025)
- 7.4 Global Matcha Green Tea Powder Sales Growth Rate by Application (2020-2025)

8 MATCHA GREEN TEA POWDER MARKET SALES BY REGION

- 8.1 Global Matcha Green Tea Powder Sales by Region
 - 8.1.1 Global Matcha Green Tea Powder Sales by Region
 - 8.1.2 Global Matcha Green Tea Powder Sales Market Share by Region
- 8.2 Global Matcha Green Tea Powder Market Size by Region
 - 8.2.1 Global Matcha Green Tea Powder Market Size by Region
 - 8.2.2 Global Matcha Green Tea Powder Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Matcha Green Tea Powder Sales by Country
 - 8.3.2 North America Matcha Green Tea Powder Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Matcha Green Tea Powder Sales by Country
 - 8.4.2 Europe Matcha Green Tea Powder Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Matcha Green Tea Powder Sales by Region
 - 8.5.2 Asia Pacific Matcha Green Tea Powder Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Matcha Green Tea Powder Sales by Country
 - 8.6.2 South America Matcha Green Tea Powder Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Matcha Green Tea Powder Sales by Region

8.7.2 Middle East and Africa Matcha Green Tea Powder Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 MATCHA GREEN TEA POWDER MARKET PRODUCTION BY REGION

9.1 Global Production of Matcha Green Tea Powder by Region(2020-2025)

9.2 Global Matcha Green Tea Powder Revenue Market Share by Region (2020-2025)

9.3 Global Matcha Green Tea Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Matcha Green Tea Powder Production

9.4.1 North America Matcha Green Tea Powder Production Growth Rate (2020-2025)

9.4.2 North America Matcha Green Tea Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Matcha Green Tea Powder Production

9.5.1 Europe Matcha Green Tea Powder Production Growth Rate (2020-2025)

9.5.2 Europe Matcha Green Tea Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Matcha Green Tea Powder Production (2020-2025)

9.6.1 Japan Matcha Green Tea Powder Production Growth Rate (2020-2025)

9.6.2 Japan Matcha Green Tea Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Matcha Green Tea Powder Production (2020-2025)

9.7.1 China Matcha Green Tea Powder Production Growth Rate (2020-2025)

9.7.2 China Matcha Green Tea Powder Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Guizhou Gui Tea Group

10.1.1 Guizhou Gui Tea Group Basic Information

- 10.1.2 Guizhou Gui Tea Group Matcha Green Tea Powder Product Overview
- 10.1.3 Guizhou Gui Tea Group Matcha Green Tea Powder Product Market Performance
- 10.1.4 Guizhou Gui Tea Group Business Overview
- 10.1.5 Guizhou Gui Tea Group SWOT Analysis
- 10.1.6 Guizhou Gui Tea Group Recent Developments
- 10.2 Aiya
 - 10.2.1 Aiya Basic Information
 - 10.2.2 Aiya Matcha Green Tea Powder Product Overview
 - 10.2.3 Aiya Matcha Green Tea Powder Product Market Performance
 - 10.2.4 Aiya Business Overview
 - 10.2.5 Aiya SWOT Analysis
 - 10.2.6 Aiya Recent Developments
- 10.3 Marushichi Seicha
 - 10.3.1 Marushichi Seicha Basic Information
 - 10.3.2 Marushichi Seicha Matcha Green Tea Powder Product Overview
 - 10.3.3 Marushichi Seicha Matcha Green Tea Powder Product Market Performance
 - 10.3.4 Marushichi Seicha Business Overview
 - 10.3.5 Marushichi Seicha SWOT Analysis
 - 10.3.6 Marushichi Seicha Recent Developments
- 10.4 Shaoxing Yuchacun Tea
 - 10.4.1 Shaoxing Yuchacun Tea Basic Information
 - 10.4.2 Shaoxing Yuchacun Tea Matcha Green Tea Powder Product Overview
 - 10.4.3 Shaoxing Yuchacun Tea Matcha Green Tea Powder Product Market Performance
 - 10.4.4 Shaoxing Yuchacun Tea Business Overview
 - 10.4.5 Shaoxing Yuchacun Tea Recent Developments
- 10.5 Zhejiang Huamingyuan Tea
 - 10.5.1 Zhejiang Huamingyuan Tea Basic Information
 - 10.5.2 Zhejiang Huamingyuan Tea Matcha Green Tea Powder Product Overview
 - 10.5.3 Zhejiang Huamingyuan Tea Matcha Green Tea Powder Product Market Performance
 - 10.5.4 Zhejiang Huamingyuan Tea Business Overview
 - 10.5.5 Zhejiang Huamingyuan Tea Recent Developments
- 10.6 Marukyu Koyamaen
 - 10.6.1 Marukyu Koyamaen Basic Information
 - 10.6.2 Marukyu Koyamaen Matcha Green Tea Powder Product Overview
 - 10.6.3 Marukyu Koyamaen Matcha Green Tea Powder Product Market Performance
 - 10.6.4 Marukyu Koyamaen Business Overview

10.6.5 Marukyu Koyamaen Recent Developments

10.7 Yanoen

10.7.1 Yanoen Basic Information

10.7.2 Yanoen Matcha Green Tea Powder Product Overview

10.7.3 Yanoen Matcha Green Tea Powder Product Market Performance

10.7.4 Yanoen Business Overview

10.7.5 Yanoen Recent Developments

10.8 DoMatcha

10.8.1 DoMatcha Basic Information

10.8.2 DoMatcha Matcha Green Tea Powder Product Overview

10.8.3 DoMatcha Matcha Green Tea Powder Product Market Performance

10.8.4 DoMatcha Business Overview

10.8.5 DoMatcha Recent Developments

10.9 AOI Seicha

10.9.1 AOI Seicha Basic Information

10.9.2 AOI Seicha Matcha Green Tea Powder Product Overview

10.9.3 AOI Seicha Matcha Green Tea Powder Product Market Performance

10.9.4 AOI Seicha Business Overview

10.9.5 AOI Seicha Recent Developments

11 MATCHA GREEN TEA POWDER MARKET FORECAST BY REGION

11.1 Global Matcha Green Tea Powder Market Size Forecast

11.2 Global Matcha Green Tea Powder Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Matcha Green Tea Powder Market Size Forecast by Country

11.2.3 Asia Pacific Matcha Green Tea Powder Market Size Forecast by Region

11.2.4 South America Matcha Green Tea Powder Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Matcha Green Tea Powder by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Matcha Green Tea Powder Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Matcha Green Tea Powder by Type (2026-2033)

12.1.2 Global Matcha Green Tea Powder Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Matcha Green Tea Powder by Type (2026-2033)

12.2 Global Matcha Green Tea Powder Market Forecast by Application (2026-2033)

12.2.1 Global Matcha Green Tea Powder Sales (K MT) Forecast by Application

12.2.2 Global Matcha Green Tea Powder Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List of Tables

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Matcha Green Tea Powder Market Size Comparison by Region (M USD)

Table 5. Global Matcha Green Tea Powder Sales (K MT) by Manufacturers (2020-2025)

Table 6. Global Matcha Green Tea Powder Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Matcha Green Tea Powder Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Matcha Green Tea Powder Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Matcha Green Tea Powder as of 2024)

Table 10. Global Market Matcha Green Tea Powder Average Price (USD/MT) of Key Manufacturers (2020-2025)

Table 11. Manufacturers Matcha Green Tea Powder Manufacturing Sites and Area Served

Table 12. Manufacturers Matcha Green Tea Powder Product Type

Table 13. Global Matcha Green Tea Powder Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Matcha Green Tea Powder Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. Global Matcha Green Tea Powder Sales by Type (K MT)

Table 25. Global Matcha Green Tea Powder Market Size by Type (M USD)

Table 26. Global Matcha Green Tea Powder Sales (K MT) by Type (2020-2025)

Table 27. Global Matcha Green Tea Powder Sales Market Share by Type (2020-2025)

Table 28. Global Matcha Green Tea Powder Market Size (M USD) by Type (2020-2025)

Table 29. Global Matcha Green Tea Powder Market Size Share by Type (2020-2025)

Table 30. Global Matcha Green Tea Powder Price (USD/MT) by Type (2020-2025)

Table 31. Global Matcha Green Tea Powder Sales (K MT) by Application

Table 32. Global Matcha Green Tea Powder Market Size by Application

Table 33. Global Matcha Green Tea Powder Sales by Application (2020-2025) & (K MT)

Table 34. Global Matcha Green Tea Powder Sales Market Share by Application (2020-2025)

Table 35. Global Matcha Green Tea Powder Market Size by Application (2020-2025) & (M USD)

Table 36. Global Matcha Green Tea Powder Market Share by Application (2020-2025)

Table 37. Global Matcha Green Tea Powder Sales Growth Rate by Application (2020-2025)

Table 38. Global Matcha Green Tea Powder Sales by Region (2020-2025) & (K MT)

Table 39. Global Matcha Green Tea Powder Sales Market Share by Region (2020-2025)

Table 40. Global Matcha Green Tea Powder Market Size by Region (2020-2025) & (M USD)

Table 41. Global Matcha Green Tea Powder Market Size Market Share by Region (2020-2025)

Table 42. North America Matcha Green Tea Powder Sales by Country (2020-2025) & (K MT)

Table 43. North America Matcha Green Tea Powder Market Size by Country (2020-2025) & (M USD)

Table 44. Europe Matcha Green Tea Powder Sales by Country (2020-2025) & (K MT)

Table 45. Europe Matcha Green Tea Powder Market Size by Country (2020-2025) & (M USD)

Table 46. Asia Pacific Matcha Green Tea Powder Sales by Region (2020-2025) & (K MT)

Table 47. Asia Pacific Matcha Green Tea Powder Market Size by Region (2020-2025) & (M USD)

Table 48. South America Matcha Green Tea Powder Sales by Country (2020-2025) & (K MT)

Table 49. South America Matcha Green Tea Powder Market Size by Country (2020-2025) & (M USD)

Table 50. Middle East and Africa Matcha Green Tea Powder Sales by Region (2020-2025) & (K MT)

Table 51. Middle East and Africa Matcha Green Tea Powder Market Size by Region (2020-2025) & (M USD)

Table 52. Global Matcha Green Tea Powder Production (K MT) by Region(2020-2025)

Table 53. Global Matcha Green Tea Powder Revenue (US\$ Million) by Region (2020-2025)

Table 54. Global Matcha Green Tea Powder Revenue Market Share by Region (2020-2025)

Table 55. Global Matcha Green Tea Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 56. North America Matcha Green Tea Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 57. Europe Matcha Green Tea Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 58. Japan Matcha Green Tea Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 59. China Matcha Green Tea Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 60. Guizhou Gui Tea Group Basic Information

Table 61. Guizhou Gui Tea Group Matcha Green Tea Powder Product Overview

Table 62. Guizhou Gui Tea Group Matcha Green Tea Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 63. Guizhou Gui Tea Group Business Overview

Table 64. Guizhou Gui Tea Group SWOT Analysis

Table 65. Guizhou Gui Tea Group Recent Developments

Table 66. Aiya Basic Information

Table 67. Aiya Matcha Green Tea Powder Product Overview

Table 68. Aiya Matcha Green Tea Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 69. Aiya Business Overview

Table 70. Aiya SWOT Analysis

Table 71. Aiya Recent Developments

Table 72. Marushichi Seicha Basic Information

Table 73. Marushichi Seicha Matcha Green Tea Powder Product Overview

Table 74. Marushichi Seicha Matcha Green Tea Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 75. Marushichi Seicha Business Overview

Table 76. Marushichi Seicha SWOT Analysis

Table 77. Marushichi Seicha Recent Developments

Table 78. Shaoxing Yuchacun Tea Basic Information

Table 79. Shaoxing Yuchacun Tea Matcha Green Tea Powder Product Overview

Table 80. Shaoxing Yuchacun Tea Matcha Green Tea Powder Sales (K MT), Revenue

(M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 81. Shaoxing Yuchacun Tea Business Overview

Table 82. Shaoxing Yuchacun Tea Recent Developments

Table 83. Zhejiang Huamingyuan Tea Basic Information

Table 84. Zhejiang Huamingyuan Tea Matcha Green Tea Powder Product Overview

Table 85. Zhejiang Huamingyuan Tea Matcha Green Tea Powder Sales (K MT),
Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 86. Zhejiang Huamingyuan Tea Business Overview

Table 87. Zhejiang Huamingyuan Tea Recent Developments

Table 88. Marukyu Koyamaen Basic Information

Table 89. Marukyu Koyamaen Matcha Green Tea Powder Product Overview

Table 90. Marukyu Koyamaen Matcha Green Tea Powder Sales (K MT), Revenue (M
USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 91. Marukyu Koyamaen Business Overview

Table 92. Marukyu Koyamaen Recent Developments

Table 93. Yanoen Basic Information

Table 94. Yanoen Matcha Green Tea Powder Product Overview

Table 95. Yanoen Matcha Green Tea Powder Sales (K MT), Revenue (M USD), Price
(USD/MT) and Gross Margin (2020-2025)

Table 96. Yanoen Business Overview

Table 97. Yanoen Recent Developments

Table 98. DoMatcha Basic Information

Table 99. DoMatcha Matcha Green Tea Powder Product Overview

Table 100. DoMatcha Matcha Green Tea Powder Sales (K MT), Revenue (M USD),
Price (USD/MT) and Gross Margin (2020-2025)

Table 101. DoMatcha Business Overview

Table 102. DoMatcha Recent Developments

Table 103. AOI Seicha Basic Information

Table 104. AOI Seicha Matcha Green Tea Powder Product Overview

Table 105. AOI Seicha Matcha Green Tea Powder Sales (K MT), Revenue (M USD),
Price (USD/MT) and Gross Margin (2020-2025)

Table 106. AOI Seicha Business Overview

Table 107. AOI Seicha Recent Developments

Table 108. Global Matcha Green Tea Powder Sales Forecast by Region (2026-2033) &
(K MT)

Table 109. Global Matcha Green Tea Powder Market Size Forecast by Region
(2026-2033) & (M USD)

Table 110. North America Matcha Green Tea Powder Sales Forecast by Country
(2026-2033) & (K MT)

Table 111. North America Matcha Green Tea Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 112. Europe Matcha Green Tea Powder Sales Forecast by Country (2026-2033) & (K MT)

Table 113. Europe Matcha Green Tea Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 114. Asia Pacific Matcha Green Tea Powder Sales Forecast by Region (2026-2033) & (K MT)

Table 115. Asia Pacific Matcha Green Tea Powder Market Size Forecast by Region (2026-2033) & (M USD)

Table 116. South America Matcha Green Tea Powder Sales Forecast by Country (2026-2033) & (K MT)

Table 117. South America Matcha Green Tea Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 118. Middle East and Africa Matcha Green Tea Powder Sales Forecast by Country (2026-2033) & (Units)

Table 119. Middle East and Africa Matcha Green Tea Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 120. Global Matcha Green Tea Powder Sales Forecast by Type (2026-2033) & (K MT)

Table 121. Global Matcha Green Tea Powder Market Size Forecast by Type (2026-2033) & (M USD)

Table 122. Global Matcha Green Tea Powder Price Forecast by Type (2026-2033) & (USD/MT)

Table 123. Global Matcha Green Tea Powder Sales (K MT) Forecast by Application (2026-2033)

Table 124. Global Matcha Green Tea Powder Market Size Forecast by Application (2026-2033) & (M USD)

List of Figures

Figure 1. Product Picture of Matcha Green Tea Powder

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Matcha Green Tea Powder Market Size (M USD), 2024-2033

Figure 5. Global Matcha Green Tea Powder Market Size (M USD) (2020-2033)

Figure 6. Global Matcha Green Tea Powder Sales (K MT) & (2020-2033)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Matcha Green Tea Powder Market Size by Country (M USD)

- Figure 11. Company Assessment Quadrant
- Figure 12. Global Matcha Green Tea Powder Product Life Cycle
- Figure 13. Matcha Green Tea Powder Sales Share by Manufacturers in 2024
- Figure 14. Global Matcha Green Tea Powder Revenue Share by Manufacturers in 2024
- Figure 15. Matcha Green Tea Powder Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Matcha Green Tea Powder Average Price (USD/MT) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Matcha Green Tea Powder Revenue in 2024
- Figure 18. Industry Chain Map of Matcha Green Tea Powder
- Figure 19. Global Matcha Green Tea Powder Market PEST Analysis
- Figure 20. Global Matcha Green Tea Powder Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Matcha Green Tea Powder Market Share by Type
- Figure 27. Sales Market Share of Matcha Green Tea Powder by Type (2020-2025)
- Figure 28. Sales Market Share of Matcha Green Tea Powder by Type in 2024
- Figure 29. Market Size Share of Matcha Green Tea Powder by Type (2020-2025)
- Figure 30. Market Size Share of Matcha Green Tea Powder by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Matcha Green Tea Powder Market Share by Application
- Figure 33. Global Matcha Green Tea Powder Sales Market Share by Application (2020-2025)
- Figure 34. Global Matcha Green Tea Powder Sales Market Share by Application in 2024
- Figure 35. Global Matcha Green Tea Powder Market Share by Application (2020-2025)
- Figure 36. Global Matcha Green Tea Powder Market Share by Application in 2024
- Figure 37. Global Matcha Green Tea Powder Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Matcha Green Tea Powder Sales Market Share by Region (2020-2025)
- Figure 39. Global Matcha Green Tea Powder Market Size Market Share by Region (2020-2025)
- Figure 40. North America Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Matcha Green Tea Powder Sales Market Share by Country in 2024

Figure 43. North America Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Matcha Green Tea Powder Market Size Market Share by Country in 2024

Figure 45. U.S. Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Matcha Green Tea Powder Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Matcha Green Tea Powder Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Matcha Green Tea Powder Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Matcha Green Tea Powder Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Matcha Green Tea Powder Sales Market Share by Country in 2024

Figure 53. Europe Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Matcha Green Tea Powder Market Size Market Share by Country in 2024

Figure 55. Germany Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Matcha Green Tea Powder Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Matcha Green Tea Powder Sales Market Share by Region in 2024

Figure 67. Asia Pacific Matcha Green Tea Powder Market Size Market Share by Region in 2024

Figure 68. China Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Matcha Green Tea Powder Sales and Growth Rate (K MT)

Figure 79. South America Matcha Green Tea Powder Sales Market Share by Country in 2024

Figure 80. South America Matcha Green Tea Powder Market Size and Growth Rate (M USD)

Figure 81. South America Matcha Green Tea Powder Market Size Market Share by

Country in 2024

Figure 82. Brazil Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Matcha Green Tea Powder Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Matcha Green Tea Powder Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Matcha Green Tea Powder Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Matcha Green Tea Powder Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Matcha Green Tea Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Matcha Green Tea Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Matcha Green Tea Powder Production Market Share by Region (2020-2025)

Figure 103. North America Matcha Green Tea Powder Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Matcha Green Tea Powder Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Matcha Green Tea Powder Production (K MT) Growth Rate (2020-2025)

Figure 106. China Matcha Green Tea Powder Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Matcha Green Tea Powder Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Matcha Green Tea Powder Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Matcha Green Tea Powder Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Matcha Green Tea Powder Market Share Forecast by Type (2026-2033)

Figure 111. Global Matcha Green Tea Powder Sales Forecast by Application (2026-2033)

Figure 112. Global Matcha Green Tea Powder Market Share Forecast by Application (2026-2033)

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