

# Global Matcha Powder Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Matcha Powder competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Matcha powder is a finely ground green tea powder produced from shade-grown tea leaves (tencha) that undergo steaming, drying, and stone-milling processes. Unlike regular green tea, matcha contains the whole leaf, offering a concentrated profile of antioxidants (EGCG), amino acids (L-theanine), and chlorophyll. Authentic matcha is characterized by its vibrant green color, umami-rich flavor, and smooth texture, with ceremonial-grade varieties being the purest form for traditional tea preparation. The growth of the matcha market is primarily driven by health-conscious consumption trends and diversified applications. As demand for functional foods and natural ingredients rises, matcha has gained popularity due to its rich antioxidants, polyphenols, and amino acids (e.g., L-theanine), positioning it as a staple in healthy beverages and superfoods. Additionally, innovative uses in the F&B industry (e.g., ice cream, baked goods, lattes) have expanded its consumption scenarios, appealing to younger demographics and global markets. Going forward, the matcha market will see premiumization and globalization as key trends. On one hand, high-quality matcha (e.g., organic-certified, Japanese-origin) commands premium pricing due to its scarcity and distinctive flavor, fueling growth in premium tea drinks and artisanal foods. On the other hand, the global spread of Asian culinary culture is boosting matcha's adoption in Western markets, spurring international brands to innovate and collaborate (e.g., matcha chocolates, cocktails), thereby pushing industry boundaries.

The global Matcha Powder market size was estimated at USD 360.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.00% during the

forecast period.

This report offers a comprehensive and in-depth analysis of the global Matcha Powder market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Matcha Powder market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Matcha Powder market.

### **Global Matcha Powder Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Guizhou Tongren Guitea  
Aiya  
Marushichi Seicha  
Shaoxing Royal Tea Village  
Zhejiang Hua's Tea Industry  
Marukyu Koyamaen  
Yanoen  
DoMatcha  
Uji Matcha (Shanghai)  
AOI Seicha  
Ujinotsuyu Seicha  
Zhejiang Tea  
Horii Shichimeien  
Shandong Hongyu agricultural science and Technology  
Hubei banbingwei Tea Industry

### **Market Segmentation (by Type)**

Drinking-use Matcha Tea  
Additive-use Matcha Tea

### **Market Segmentation (by Application)**

Drinking Tea  
Baked Desserts  
Ice Cream  
Beverage  
Culinary Seasoning  
Others

### **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 Powder Market

Overview of the regional outlook of the Matcha Powder Market:

### **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 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 shares the main producing countries of Matcha Powder, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **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 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.

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