

# Matcha Market - 2025-2033

<https://marketpublishers.com/r/MBD422F76C15EN.html>

Date: March 2026

Pages: 210

Price: US\$ 2,999.00 (Single User License)

ID: MBD422F76C15EN

## Abstracts

The Matcha Market was valued at US\$ 4.55 billion in 2025 and is anticipated to reach US\$ 9.12 billion by 2033, at a CAGR of 0.0966 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Matcha Market.

This report delivers a comprehensive overview of the Matcha Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Matcha Market. The Matcha Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2025–2033.

Matcha Market Scope:

By Grade

Ceremonial Grade

Classic Grade

Culinary Grade

## By Form

Powder

RTD (Ready-to-Drink) Beverages

Capsules & Supplements

## By Application

Food & Beverages

Nutraceuticals

Personal Care & Cosmetics

Others

## Key Players

Aiya Co., Ltd.

AOI Seicha Co., Ltd.

Marukyu-Koyamaen Co., Ltd.

Ippodo Tea Co.

ITO EN, Ltd.

Encha

DoMatcha

Green Foods Corporation

Tenzo Tea, Inc.

Nestle S.A.(LIST NOT EXHAUSTIVE)

## Major Highlights

This report delivers a comprehensive overview of the Matcha Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Matcha Market. The Matcha Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2025–2033.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

## Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

## Partner Identification

Increase Your Customer Base by 3X using our Partner Identification tool

Uncover strategic collaboration opportunities with DataM vetted partners aligned to your ecosystem.

Identify high potential M&A targets based on synergies, market positioning and growth trajectory.

Prioritize partners by strategic fit rather than general capability.

## Why Choose DataM?

**Data-Driven Insights:** Dive into detailed analyses with granular insights such as pricing, market shares and value chain evaluations, enriched by interviews with industry leaders and disruptors.

**Post-Purchase Support and Expert Analyst Consultations:** As a valued client, gain direct access to our expert analysts for personalized advice and strategic guidance, tailored to your specific needs and challenges.

**White Papers and Case Studies:** Benefit quarterly from our in-depth studies related to your purchased titles, tailored to refine your operational and marketing strategies for maximum impact.

**Annual Updates on Purchased Reports:** As an existing customer, enjoy the privilege of annual updates to your reports, ensuring you stay abreast of the latest market insights and technological advancements. Terms and conditions apply.

**Specialized Focus on Emerging Markets:** DataM differentiates itself by delivering in-depth, specialized insights specifically for emerging markets, rather than offering generalized geographic overviews. This approach equips our clients with a nuanced understanding and actionable intelligence that are essential for navigating and succeeding in high-growth regions.

**Value of DataM Reports:** Our reports offer specialized insights tailored to the latest trends and specific business inquiries. This personalized approach provides a deeper, strategic perspective, ensuring you receive the precise

information necessary to make informed decisions. These insights complement and go beyond what is typically available in generic databases.

## Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

## Contents

### **1. METHODOLOGY AND SCOPE**

- 1.1. Research Methodology
- 1.2. Research Objective and Scope of the Report

### **2. DEFINITION AND OVERVIEW**

### **3. EXECUTIVE SUMMARY**

- 3.1. Snippet by Grade
- 3.2. Snippet by Form
- 3.3. Snippet by Application
- 3.4. Snippet by Region

### **4. DYNAMICS**

- 4.1. Impacting Factors
  - 4.1.1. Drivers
    - 4.1.1.1. Rising Health and Wellness Consciousness
  - 4.1.2. Restraints
    - 4.1.2.1. High Price of Premium-Grade Matcha
  - 4.1.3. Opportunity
  - 4.1.4. Impact Analysis

### **5. INDUSTRY ANALYSIS**

- 5.1. Porter's Five Force Analysis
- 5.2. Supply Chain Analysis
- 5.3. Pricing Analysis
- 5.4. Regulatory and Compliance Analysis
- 5.5. Sustainability Analysis
- 5.6. DMI Opinion

### **6. BY GRADE**

- 6.1. Introduction
  - 6.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Grade

- 6.1.2. Market Attractiveness Index, By Grade
- 6.2. Ceremonial Grade\*
  - 6.2.1. Introduction
  - 6.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 6.3. Classic Grade
- 6.4. Culinary Grade

## **7. BY FORM**

- 7.1. Introduction
  - 7.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Form
  - 7.1.2. Market Attractiveness Index, By Form
- 7.2. Powder\*
  - 7.2.1. Introduction
  - 7.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 7.3. RTD (Ready-to-Drink) Beverages
- 7.4. Capsules & Supplements

## **8. BY APPLICATION**

- 8.1. Introduction
  - 8.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
  - 8.1.2. Market Attractiveness Index, By Application
- 8.2. Food & Beverages\*
  - 8.2.1. Introduction
  - 8.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 8.3. Nutraceuticals
- 8.4. Personal Care & Cosmetics
- 8.5. Others

## **9. BY REGION**

- 9.1. Introduction
  - 9.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Region
  - 9.1.2. Market Attractiveness Index, By Region
- 9.2. North America
  - 9.2.1. Introduction
  - 9.2.2. Key Region-Specific Dynamics
  - 9.2.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Grade

- 9.2.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Form
- 9.2.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
- 9.2.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
  - 9.2.6.1. US
  - 9.2.6.2. Canada
  - 9.2.6.3. Mexico
- 9.3. Europe
  - 9.3.1. Introduction
  - 9.3.2. Key Region-Specific Dynamics
  - 9.3.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Grade
  - 9.3.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Form
  - 9.3.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
  - 9.3.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
    - 9.3.6.1. Germany
    - 9.3.6.2. UK
    - 9.3.6.3. France
    - 9.3.6.4. Italy
    - 9.3.6.5. Spain
    - 9.3.6.6. Rest of Europe
- 9.4. South America
  - 9.4.1. Introduction
  - 9.4.2. Key Region-Specific Dynamics
  - 9.4.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Grade
  - 9.4.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Form
  - 9.4.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
  - 9.4.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
    - 9.4.6.1. Brazil
    - 9.4.6.2. Argentina
    - 9.4.6.3. Rest of South America
- 9.5. Asia-Pacific
  - 9.5.1. Introduction
  - 9.5.2. Key Region-Specific Dynamics
  - 9.5.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Grade
  - 9.5.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Form
  - 9.5.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
  - 9.5.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
    - 9.5.6.1. China
    - 9.5.6.2. India
    - 9.5.6.3. Japan

9.5.6.4. Australia

9.5.6.5. Rest of Asia-Pacific

9.6. Middle East and Africa

9.6.1. Introduction

9.6.2. Key Region-Specific Dynamics

9.6.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Grade

9.6.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Form

9.6.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

## **10. COMPANY PROFILES**

10.1. Aiya Co., Ltd.\*

10.1.1. Company Overview

10.1.2. Product Portfolio and Description

10.1.3. Financial Overview

10.1.4. Key Developments

10.2. AOI Seicha Co., Ltd.

10.3. Marukyu-Koyamaen Co., Ltd.

10.4. Ippodo Tea Co.

10.5. ITO EN, Ltd.

10.6. Encha

10.7. D?Matcha

10.8. Green Foods Corporation

10.9. Tenzo Tea, Inc.

10.10. Nestl? S.A.(\*LIST NOT EXHAUSTIVE)

## **11. APPENDIX**

11.1. About Us and Culinary Grade

11.2. Contact Us

## I would like to order

Product name: Matcha Market - 2025-2033

Product link: <https://marketpublishers.com/r/MBD422F76C15EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MBD422F76C15EN.html>