

Global Matcha Tea Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Matcha Tea market size will reach 415.06 Million USD in 2025 and is projected to reach 727.63 Million USD by 2032, with a CAGR of 8.35% (2025-2032). Notably, the China Matcha Tea market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Matcha tea is a finely ground green tea powder that has gained popularity for its unique flavor, vibrant green color, and potential health benefits. It originated in Japan and is made from shade-grown tea leaves that are carefully hand-picked, steamed, dried, and ground using traditional stone mills. Unlike other types of tea, where the leaves are steeped and then discarded, matcha involves consuming the entire leaf, providing a concentrated dose of nutrients and antioxidants. Matcha has a rich, umami flavor with a slightly vegetal taste and a creamy texture. It is most commonly prepared by whisking a small amount of matcha powder with hot water until frothy. Matcha tea is known for its potential health benefits, delivering a boost of energy, promoting relaxation and focus, enhancing metabolism, and offering a high concentration of antioxidants. It is also used in various culinary applications, such as in baking, smoothies, and desserts, to add flavor and color.

The major global manufacturers of Matcha Tea include Guizhou Gui Tea Group, Aiya, Marushichi Seicha, ShaoXing Royal Tea Village, Zhejiang Huamingyuan Tea, Marukyu Koyamaen, Yanoen, DoMatcha, ujimatcha, AOI Seicha, etc. The global players

competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Matcha Tea. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Matcha Tea market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Matcha Tea market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Matcha Tea industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Matcha Tea Include:

Guizhou Gui Tea Group

Aiya

Marushichi Seicha

ShaoXing Royal Tea Village

Zhejiang Huamingyuan Tea

Marukyu Koyamaen

Yanoen

DoMatcha

ujimatcha

AOI Seicha

Matcha Tea Product Segment Include:

Ceremonial Grade

Culinary Grade

Ingredient Grade

Matcha Tea Product Application Include:

Food Additives

Beverage Additives

Others

Chapter Scope

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