

Global Matcha Green Tea Powder Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Matcha Green Tea Powder market size was valued at USD 355.7 million in 2023 and is forecast to a readjusted size of USD 577.8 million by 2030 with a CAGR of 7.2% during review period.

The global production of matcha powder is more than 9,000 tons, and the top four companies account for 75% of the global production market share.

The Global Info Research report includes an overview of the development of the Matcha Green Tea Powder industry chain, the market status of Drinking Tea (Drinking-use Matcha Green Tea Powder, Additive-use Matcha Green Tea Powder), Pastry (Drinking-use Matcha Green Tea Powder, Additive-use Matcha Green Tea Powder), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Matcha Green Tea Powder.

Regionally, the report analyzes the Matcha Green Tea Powder markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Matcha Green Tea Powder market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Matcha Green Tea Powder market. It provides a holistic view of the industry, as well as detailed insights into

individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Matcha Green Tea Powder industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Drinking-use Matcha Green Tea Powder, Additive-use Matcha Green Tea Powder).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Matcha Green Tea Powder market.

Regional Analysis: The report involves examining the Matcha Green Tea Powder market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Matcha Green Tea Powder market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Matcha Green Tea Powder:

Company Analysis: Report covers individual Matcha Green Tea Powder manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Matcha Green Tea Powder This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Drinking Tea, Pastry).

Technology Analysis: Report covers specific technologies relevant to Matcha Green Tea Powder. It assesses the current state, advancements, and potential future

developments in Matcha Green Tea Powder areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Matcha Green Tea Powder market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Matcha Green Tea Powder market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Drinking-use Matcha Green Tea Powder

Additive-use Matcha Green Tea Powder

Market segment by Application

Drinking Tea

Pastry

Ice Cream

Beverage

Major players covered

Guizhou Gui Tea Group

Aiya

Marushichi Seicha

Shaoxing Yuchacun Tea

Zhejiang Huamingyuan Tea

Marukyu Koyamaen

Yanoen

DoMatcha

AOI Seicha

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Matcha Green Tea Powder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Matcha Green Tea Powder, with price, sales, revenue and global market share of Matcha Green Tea Powder from 2019 to 2024.

Chapter 3, the Matcha Green Tea Powder competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Matcha Green Tea Powder breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Matcha Green Tea Powder market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Matcha Green Tea Powder.

Chapter 14 and 15, to describe Matcha Green Tea Powder sales channel, distributors, customers, research findings and conclusion.

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