

# Global Matcha Products Market 2018 by Manufacturers, Regions, Type and Application, Forecast to 2023

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## Abstracts

Matcha is finely ground powder of specially grown and processed green tea leaves. It is special in two aspects of farming and processing: the green tea plants for matcha are shade-grown for about three weeks before harvest and the stems and veins are removed in processing. During shaded growth, the plant *Camellia sinensis* produces more theanine and caffeine. The powdered form of matcha is consumed differently from tea leaves or tea bags, and is dissolved in a liquid, typically water or milk.

### SCOPE OF THE REPORT:

This report focuses on the Matcha Products in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Matcha is also used as flavouring in many Western-style chocolates, candy, and desserts, such as cakes and pastries, cookies, pudding, mousse, and green tea ice cream. Matcha frozen yogurt is sold in shops and can be made at home using Greek yogurt. The use of matcha in modern drinks has also spread to North American cafés, such as Starbucks, which introduced 'Green Tea Lattes' and other matcha-flavoured drinks after matcha became successful in their Japanese store locations. As in Japan, it has become integrated into lattes, iced drinks, milkshakes, even smoothies.

The worldwide market for Matcha Products is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

AIYA

AOI Tea Company

Ippodo Tea

Encha

TEAJA Organic

Midori Spring

ITO EN

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Ceremonial

Classic

Culinary

Others

Market Segment by Applications, can be divided into

Food

Beverage

Cosmetic & Personal Care

Nutraceuticals

Others

There are 15 Chapters to deeply display the global Matcha Products market.

Chapter 1, to describe Matcha Products Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Matcha Products, with sales, revenue, and price of Matcha Products, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Matcha Products, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Matcha Products market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Matcha Products sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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