

Global Matcha Tea 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 Tea market size was valued at USD 317.7 million in 2023 and is forecast to a readjusted size of USD 532.5 million by 2030 with a CAGR of 7.7% during review period.

Global Matcha Tea key players include Aiya, Marushichi Seicha, ShaoXing Royal Tea, Guizhou Gui Tea Group, etc. Global top three manufacturers hold a share over 60%. China is the largest market, with a share over 58%, followed by North America and Japan. In terms of product, Additive-use Matcha Tea is the largest segment, with a share over 90%. And in terms of application, the largest application is Food Additives, followed by Beverage Additives.

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

Regionally, the report analyzes the Matcha Tea 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 Tea market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Matcha Tea 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 Tea 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 (MT), revenue generated, and market share of different by Type (e.g., Drinking-use Matcha Tea, Additive-use Matcha Tea).

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 Tea market.

Regional Analysis: The report involves examining the Matcha Tea 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 Tea 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 Tea:

Company Analysis: Report covers individual Matcha Tea 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 Tea This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Food Additives, Beverage Additives).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Matcha Tea 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 Tea 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 Tea

Additive-use Matcha Tea

Market segment by Application

Food Additives

Beverage Additives

Others

Major players covered

Guizhou Gui Tea Group Co.,Ltd.

Aiya

Marushichi Seicha

ShaoXing Royal Tea Village CO.,LTD.

Zhejiang Huamingyuan Tea Co., Ltd.

Marukyu Koyamaen

Yanoen

DoMatcha

ujimatcha

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 Tea product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Matcha Tea 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 Tea 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 Tea.

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

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