

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

<https://marketpublishers.com/r/G7816A977A74EN.html>

Date: June 2024

Pages: 108

Price: US\$ 3,480.00 (Single User License)

ID: G7816A977A74EN

Abstracts

According to our (Global Info Research) latest study, the global Matcha Tea Powder market size was valued at USD 355.7 million in 2023 and is forecast to a readjusted size of USD 596.1 million by 2030 with a CAGR of 7.7% during review period.

Matcha Tea Powder is shade-grown green tea, and it is famous for being used in the tea ceremony of Japan; the leaves of which are hand-picked, steamed, air dried, de-stemmed and slow-ground on granite wheels to produce a calming, antioxidant powerhouse drink which burns fat and increases energy and focus.

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. This combination of chemicals is considered to account for the calm energy people might feel from drinking matcha. The powdered form of matcha is consumed differently from tea leaves or tea bags, and is dissolved in a liquid, typically water or milk.

Matcha tea is unique because the process of shading and harvesting increases the content of L-Theanine, an amino acid that helps balance the caffeine. While matcha may contain the same caffeine as other types of tea, the L-Theanine is known to create calmness without drowsiness.

In the Tang Dynasty in China, green tea was powdered and dried into bricks for easy use. People could then break off a small piece of the dried tea brick and stir into hot water. This provided a shelf stable green tea that was easy to travel with.

In the 1100s, a Japanese monk brought the idea of powdered tea to Japan, and this eventually evolved into the traditional chanoyu ceremony. Though the tradition of drinking powdered green teas has lost popularity in China until recent years, the tradition has persisted in Japan. Though originally only royalty and Samurai warriors were given Matcha because it was so time consuming and expensive to produce, it is now a popular drink throughout Japan.

For Matcha, the best tea bushes are selected and shaded from the sun for 3 weeks before harvest. Then, the best leaves are selected and ground by hand to produce a fine, bright green powder.

The Global Info Research report includes an overview of the development of the Matcha Tea Powder industry chain, the market status of Drinking Tea (Drinking-use Matcha Tea, Additive-use Matcha Tea), Pastry (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 Powder.

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

Key Features:

The report presents comprehensive understanding of the Matcha 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 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 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 Powder market.

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

Company Analysis: Report covers individual Matcha 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 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 Tea Powder. It assesses the current state, advancements, and potential future developments in Matcha Tea Powder areas.

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

Additive-use Matcha Tea

Market segment by Application

Drinking Tea

Pastry

Ice Cream

Beverage

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

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

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

Chapter 4, the Matcha 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 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 Tea Powder.

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

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