

Global Matcha Tea Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Matcha Tea market size is expected to reach \$ 668 million by 2032, rising at a market growth of 7.8% CAGR during the forecast period (2026-2032).

Matcha Tea originated in China and gained popularity in Japan. Japan defines matcha as tencha, which is produced by cultivating tea leaves under shade cover, drying them without rolling, and then grinding the resulting tencha into a fine powder known as matcha. In 2007, China established the national standard 'Matcha' (GB/T 34778-2017), which stipulates that matcha is a powdered tea product made from shaded tea leaves that undergo steam (or hot air) fixation and drying, followed by a grinding process.

Due to the lack of mature legal regulations in the market, parameters vary widely, leading to a relatively chaotic market environment. However, it is now widely accepted that matcha must be produced from tea leaves shaded before harvesting to enhance amino acid content, resulting in a dried product with a distinctive seaweed-like aroma.

The growth of the matcha tea market is primarily driven by health-conscious consumption trends and diversified applications. As demand for functional foods and natural ingredients rises, matcha has gained popularity due to its rich antioxidants, polyphenols, and amino acids (e.g., L-theanine), positioning it as a staple in healthy beverages and superfoods. Additionally, innovative uses in the F&B industry (e.g., ice cream, baked goods, lattes) have expanded its consumption scenarios, appealing to younger demographics and global markets.

Going forward, the matcha tea market will see premiumization and globalization as key trends. On one hand, high-quality matcha (e.g., organic-certified, Japanese-origin) commands premium pricing due to its scarcity and distinctive flavor, fueling growth in

premium tea drinks and artisanal foods. On the other hand, the global spread of Asian culinary culture is boosting matcha's adoption in Western markets, spurring international brands to innovate and collaborate (e.g., matcha chocolates, cocktails), thereby pushing industry boundaries.

This report studies the global Matcha Tea production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Matcha Tea and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Matcha Tea that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Matcha Tea total production and demand, 2021-2032, (Tons)

Global Matcha Tea total production value, 2021-2032, (USD Million)

Global Matcha Tea production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Matcha Tea consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Matcha Tea domestic production, consumption, key domestic manufacturers and share

Global Matcha Tea production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Matcha Tea production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Matcha Tea production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Matcha Tea market based on the following parameters - company overview, production, value, price, gross margin, product

portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Guizhou Tongren Guitea, Aiya, Marushichi Seicha, Shaoxing Royal Tea Village, Zhejiang Hua's Tea Industry, Marukyu Koyamaen, Yanoen, DoMatcha, Uji Matcha (Shanghai), AOI Seicha, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Matcha Tea market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (USD/kg) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Matcha Tea Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Matcha Tea Market, Segmentation by Type:

Drinking-use Matcha Tea

Additive-use Matcha Tea

Global Matcha Tea Market, Segmentation by Application:

Food Additives

Beverage Additives

Others

Companies Profiled:

Guizhou Tongren Guitea

Aiya

Marushichi Seicha

Shaoxing Royal Tea Village

Zhejiang Hua's Tea Industry

Marukyu Koyamaen

Yanoen

DoMatcha

Uji Matcha (Shanghai)

AOI Seicha

Ujinotsuyu Seicha

Zhejiang Tea

Horii Shichimeien

Shandong Hongyu agricultural science and Technology

Hubei banbingwei Tea Industry

Key Questions Answered:

1. How big is the global Matcha Tea market?
2. What is the demand of the global Matcha Tea market?
3. What is the year over year growth of the global Matcha Tea market?
4. What is the production and production value of the global Matcha Tea market?
5. Who are the key producers in the global Matcha Tea market?
6. What are the growth factors driving the market demand?

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