

Matcha Market Analysis By Grade (Ceremonial, Classic, Culinary), By Application (Regular Tea, Matcha Beverages, Food, Personal Care), By Region, And Segment Forecasts, 2014 - 2025

<https://marketpublishers.com/r/M9534246129EN.html>

Date: August 2017

Pages: 101

Price: US\$ 5,950.00 (Single User License)

ID: M9534246129EN

Abstracts

The global matcha market is expected to reach USD 5.07 billion by 2025, according to a new report by Grand View Research, Inc. Rising prevalence of chronic diseases has augmented the demand for healthy and nutrient-rich food & beverage alternatives. Anti-oxidant and vitamin-rich composition of matcha tea has fueled the product demand across the globe.

Anti-oxidants, including epigallocatechin gallate (EGCG), prevent diseases such as cancer, Type-2 diabetes, cardiovascular problems. EGCG present in the product can repair DNA damage caused by UV radiation and controls the proliferation of cancerous cells. The product also has the potential to reduce stress and promotes a state of relaxation. L-theanine present in the product acts in a synergistic way to activate alpha waves in the brain and thus improves brain functioning. Furthermore, high chlorophyll content of the product prevents toxin accumulation in body.

Key product grades available in the industry include ceremonial, classic, and culinary. Ceremonial accounts to be the most expensive product grade owing to its superior and high-quality production process. Classic grade is the most widely consumed variety, owing to its enhanced taste and flavor. The demand for culinary grade is predicted to grow at a robust pace, due to emerging use in bakery and cooking applications.

Asia Pacific held the largest share of the global industry revenues in 2016, owing to traditional tea culture in Japan and China. The product was majorly consumed in form of regular tea, followed by other beverages in Asia Pacific. Experiment and innovation led

to the preparation of various beverages, including smoothies, lattes, and juices. Various cafes and food chains have incorporated various matcha tea-based foods and beverages in their product portfolios. North America has exhibited spurring demand over the recent past, owing to heightened consumer awareness in the U.S.

Further key findings from the report suggest:

The global matcha market was valued at USD 2.62 billion in 2016 and is expected to grow at a CAGR of 7.6% from 2017 to 2025, owing to rising consumer awareness regarding product features, such as detoxification, anti-ageing, and improvements to immune system

Culinary grade is estimated to be the fastest-growing segment of the overall product industry, over the forecast period, driven by the rapidly growing use of the product in formulation of snacks, desserts, bakery, and confectionery items

Classic grade was the largest segment of the industry, accounting for around 56% share of the global revenue in 2016, owing to the superior health benefits offered by this product grade

Regula tea application segment is expected to dominate the global market, owing to energy stimulation and detoxifying properties of the product

North America is expected to witness considerable growth over the forecast years, drive by the rising number of outlets selling matcha-based beverages in the U.S. market

Key players in the industry are focusing on expanding their product portfolios along with organizing events to boost consumer awareness, with the objective of sustaining major shares of the overall industry revenues

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research methodology
- 1.2. Research scope & assumptions
- 1.3. List of data sources
- 1.4. List of abbreviations

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market snapshot

CHAPTER 3. MATCHA MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market segmentation & scope
- 3.2. Penetration & growth prospect mapping
- 3.3. Value chain analysis
- 3.4. Raw material outlook and production process
- 3.5. Regulatory framework
- 3.6. Market dynamics
 - 3.6.1. Market driver analysis
 - 3.6.2. Market restraint analysis
- 3.7. Porter's five forces analysis
- 3.8. PESTEL Analysis

CHAPTER 4. MATCHA MARKET: GRADE ESTIMATES & TREND ANALYSIS

- 4.1. Grade movement analysis & market share, 2016 & 2025
- 4.2. Ceremonial (Tons, USD Million)
 - 4.2.1. Market estimates and forecast, 2014 - 2025
 - 4.2.2. Market estimates and forecast, by region, 2014 - 2025
- 4.3. Classic (Tons, USD Million)
 - 4.3.1. Market estimates and forecast, 2014 - 2025
 - 4.3.2. Market estimates and forecast, by region, 2014 - 2025
- 4.4. Culinary (Tons, USD Million)
 - 4.4.1. Market estimates and forecast, 2014 - 2025
 - 4.4.2. Market estimates and forecast, by region, 2014 - 2025

CHAPTER 5. MATCHA MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 5.1. Application movement analysis & market share, 2016 & 2025
- 5.2. Regular tea (Tons, USD Million)
 - 5.2.1. Market estimates and forecast, 2014 - 2025
 - 5.2.2. Market estimates and forecast, by region, 2014 - 2025
- 5.3. Matcha beverages (Tons, USD Million)
 - 5.3.1. Market estimates and forecast, 2014 - 2025
 - 5.3.2. Market estimates and forecast, by region, 2014 - 2025
- 5.4. Food (Tons, USD Million)
 - 5.4.1. Market estimates and forecast, 2014 - 2025
 - 5.4.2. Market estimates and forecast, by region, 2014 - 2025
- 5.5. Personal care (Tons, USD Million)
 - 5.5.1. Market estimates and forecast, 2014 - 2025
 - 5.5.2. Market estimates and forecast, by region, 2014 - 2025

CHAPTER 6. MATCHA MARKET: REGIONAL OUTLOOK

- 6.1. Region movement analysis & market share, 2016 & 2025
- 6.2. North America (Tons, USD Million)
 - 6.2.1. Market estimates and forecast, 2014 - 2025
 - 6.2.2. Market estimates and forecast by grade, 2014 - 2025
 - 6.2.3. Market estimates and forecast by application, 2014 - 2025
 - 6.2.4. U.S. (Tons, USD Million)
 - 6.2.4.1. Market estimates and forecast, 2014 - 2025
 - 6.2.4.2. Market estimates and forecast by grade, 2014 - 2025
 - 6.2.4.3. Market estimates and forecast by application, 2014 - 2025
- 6.3. Europe (Tons, USD Million)
 - 6.3.1. Market estimates and forecast, 2014 - 2025
 - 6.3.2. Market estimates and forecast by grade, 2014 - 2025
 - 6.3.3. Market estimates and forecast by application, 2014 - 2025
 - 6.3.4. Germany (Tons, USD Million)
 - 6.3.4.1. Market estimates and forecast, 2014 - 2025
 - 6.3.4.2. Market estimates and forecast by grade, 2014 - 2025
 - 6.3.4.3. Market estimates and forecast by application, 2014 - 2025
 - 6.3.5. UK (Tons, USD Million)
 - 6.3.5.1. Market estimates and forecast, 2014 - 2025
 - 6.3.5.2. Market estimates and forecast by grade, 2014 - 2025
 - 6.3.5.3. Market estimates and forecast by application, 2014 - 2025

6.4. Asia Pacific (Tons, USD Million)

6.4.1. Market estimates and forecast, 2014 - 2025

6.4.2. Market estimates and forecast by grade, 2014 - 2025

6.4.3. Market estimates and forecast by application, 2014 - 2025

6.4.4. China (Tons, USD Million)

6.4.4.1. Market estimates and forecast, 2014 - 2025

6.4.4.2. Market estimates and forecast by grade, 2014 - 2025

6.4.4.3. Market estimates and forecast by application, 2014 - 2025

6.4.5. Japan (Tons, USD Million)

6.4.5.1. Market estimates and forecast, 2014 - 2025

6.4.5.2. Market estimates and forecast by grade, 2014 - 2025

6.4.5.3. Market estimates and forecast by application, 2014 - 2025

6.5. Central & South America (Tons, USD Million)

6.5.1. Market estimates and forecast, 2014 - 2025

6.5.2. Market estimates and forecast by grade, 2014 - 2025

6.5.3. Market estimates and forecast by application, 2014 - 2025

6.5.4. Brazil (Tons, USD Million)

6.5.4.1. Market estimates and forecast, 2014 - 2025

6.5.4.2. Market estimates and forecast by grade, 2014 - 2025

6.5.4.3. Market estimates and forecast by application, 2014 - 2025

6.6. Middle East & Africa (Tons, USD Million)

6.6.1. Market estimates and forecast, 2014 - 2025

6.6.2. Market estimates and forecast by grade, 2014 - 2025

6.6.3. Market estimates and forecast by application, 2014 - 2025

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Vendor landscape

7.2. Competitive environment

7.3. Company market positioning

7.4. Strategy framework

CHAPTER 8. COMPANY PROFILES

8.1. AYIA

8.1.1. Company overview

8.1.2. Financial performance

8.1.3. Product benchmarking

8.1.4. Strategic initiatives

8.2. The AOI Tea Company

- 8.2.1. Company overview
- 8.2.2. Financial performance
- 8.2.3. Product benchmarking
- 8.2.4. Strategic initiatives

8.3. Ippodo Tea Co., Ltd

- 8.3.1. Company overview
- 8.3.2. Financial performance
- 8.3.3. Product benchmarking
- 8.3.4. Strategic initiatives

8.4. Vivid Vitality Ltd

- 8.4.1. Company overview
- 8.4.2. Financial performance
- 8.4.3. Product benchmarking
- 8.4.4. Strategic initiatives

8.5. DoMatcha

- 8.5.1. Company overview
- 8.5.2. Financial performance
- 8.5.3. Product benchmarking
- 8.5.4. Strategic initiatives

8.6. Encha

- 8.6.1. Company overview
- 8.6.2. Financial performance
- 8.6.3. Product benchmarking
- 8.6.4. Strategic initiatives

8.7. Garden To Cup Organics

- 8.7.1. Company overview
- 8.7.2. Financial performance
- 8.7.3. Product benchmarking
- 8.7.4. Strategic initiatives

8.8. TEAJA Organic

- 8.8.1. Company overview
- 8.8.2. Financial performance
- 8.8.3. Product benchmarking
- 8.8.4. Strategic initiatives

8.9. Midori Spring LTD

- 8.9.1. Company overview
- 8.9.2. Financial performance
- 8.9.3. Product benchmarking

8.9.4. Strategic initiatives

8.10. Jade Monk LLC.

8.10.1. Company overview

8.10.2. Financial performance

8.10.3. Product benchmarking

8.10.4. Strategic initiatives

8.11. ITO EN, LTD.

8.11.1. Company overview

8.11.2. Financial performance

8.11.3. Product benchmarking

8.11.4. Strategic initiatives

List Of Tables

LIST OF TABLES

1. Nutrient contents of matcha
2. Key cafes selling matcha-based food & beverages
3. Global ceremonial grade matcha market estimates and forecasts, 2014 - 2025 (Tons) (USD Million)
4. Global ceremonial grade matcha market volume, by region, 2014 - 2025 (Tons)
5. Global ceremonial grade matcha market revenue, by region, 2014 - 2025 (USD Million)
6. Global classic grade matcha market estimates and forecasts, 2014 - 2025 (Tons) (USD Million)
7. Global classic grade matcha market volume, by region, 2014 - 2025 (Tons)
8. Global classic grade matcha market revenue, by region, 2014 - 2025 (USD Million)
9. Global culinary grade matcha market estimates and forecasts, 2014 - 2025 (Tons) (USD Million)
10. Global culinary grade matcha market volume, by region, 2014 - 2025 (Tons)
11. Global culinary grade matcha market revenue, by region, 2014 - 2025 (USD Million)
12. Global matcha market estimates and forecasts in regular tea, 2014 - 2025 (Tons) (USD Million)
13. Global matcha market volume in regular tea, by region, 2014 - 2025 (Tons)
14. Global matcha market revenue in regular tea, by region, 2014 - 2025 (USD Million)
15. Global matcha market estimates and forecasts in matcha beverages, 2014 - 2025 (Tons) (USD Million)
16. Global matcha market volume in matcha beverages, by region, 2014 - 2025 (Tons)
17. Global matcha market revenue in matcha beverages, by region, 2014 - 2025 (USD Million)
18. Global matcha market estimates and forecasts in food, 2014 - 2025 (Tons) (USD Million)
19. Global matcha market volume in food, by region, 2014 - 2025 (Tons)
20. Global matcha market revenue in food, by region, 2014 - 2025 (USD Million)
21. Global matcha market estimates and forecasts in personal care, 2014 - 2025 (Tons) (USD Million)
22. Global matcha market volume in personal care, by region, 2014 - 2025 (Tons)
23. Global matcha market revenue in personal care, by region, 2014 - 2025 (USD Million)
24. North America matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)

25. North America matcha market volume, by grade, 2014 - 2025 (Tons)
26. North America matcha market revenue, by grade, 2014 - 2025 (USD Million)
27. North America matcha market volume, by application, 2014 - 2025 (Tons)
28. North America matcha market revenue, by application, 2014 - 2025 (USD Million)
29. U.S. matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
30. U.S. matcha market volume, by grade, 2014 - 2025 (Tons)
31. U.S. matcha market revenue, by grade, 2014 - 2025 (USD Million)
32. U.S. matcha market volume, by application, 2014 - 2025 (Tons)
33. U.S. matcha market revenue, by application, 2014 - 2025 (USD Million)
34. Europe matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
35. Europe matcha market volume, by grade, 2014 - 2025 (Tons)
36. Europe matcha market revenue, by grade, 2014 - 2025 (USD Million)
37. Europe matcha market volume, by application, 2014 - 2025 (Tons)
38. Europe matcha market revenue, by application, 2014 - 2025 (USD Million)
39. Germany matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
40. Germany matcha market volume, by grade, 2014 - 2025 (Tons)
41. Germany matcha market revenue, by grade, 2014 - 2025 (USD Million)
42. Germany matcha market volume, by application, 2014 - 2025 (Tons)
43. Germany matcha market revenue, by application, 2014 - 2025 (USD Million)
44. UK matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
45. UK matcha market volume, by grade, 2014 - 2025 (Tons)
46. UK matcha market revenue, by grade, 2014 - 2025 (USD Million)
47. UK matcha market volume, by application, 2014 - 2025 (Tons)
48. UK matcha market revenue, by application, 2014 - 2025 (USD Million)
49. Asia Pacific matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
50. Asia Pacific matcha market volume, by grade, 2014 - 2025 (Tons)
51. Asia Pacific matcha market revenue, by grade, 2014 - 2025 (USD Million)
52. Asia Pacific matcha market volume, by application, 2014 - 2025 (Tons)
53. Asia Pacific matcha market revenue, by application, 2014 - 2025 (USD Million)
54. China matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
55. China matcha market volume, by grade, 2014 - 2025 (Tons)
56. China matcha market revenue, by grade, 2014 - 2025 (USD Million)
57. China matcha market volume, by application, 2014 - 2025 (Tons)
58. China matcha market revenue, by application, 2014 - 2025 (USD Million)
59. Japan matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
60. Japan matcha market volume, by grade, 2014 - 2025 (Tons)
61. Japan matcha market revenue, by grade, 2014 - 2025 (USD Million)
62. Japan matcha market volume, by application, 2014 - 2025 (Tons)

63. Japan matcha market revenue, by application, 2014 - 2025 (USD Million)
64. Central & South America matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
65. Central & South America matcha market volume, by grade, 2014 - 2025 (Tons)
66. Central & South America matcha market revenue, by grade, 2014 - 2025 (USD Million)
67. Central & South America matcha market volume, by application, 2014 - 2025 (Tons)
68. Central & South America matcha market revenue, by application, 2014 - 2025 (USD Million)
69. Brazil matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
70. Brazil matcha market volume, by grade, 2014 - 2025 (Tons)
71. Brazil matcha market revenue, by grade, 2014 - 2025 (USD Million)
72. Brazil matcha market volume, by application, 2014 - 2025 (Tons)
73. Brazil matcha market revenue, by application, 2014 - 2025 (USD Million)
74. MEA matcha market estimates and forecast, 2014 - 2025 (Tons) (USD Million)
75. MEA matcha market volume, by grade, 2014 - 2025 (Tons)
76. MEA matcha market revenue, by grade, 2014 - 2025 (USD Million)
77. MEA matcha market volume, by application, 2014 - 2025 (Tons)
78. MEA matcha market revenue, by application, 2014 - 2025 (USD Million)

List Of Figures

LIST OF FIGURES

1. Market segmentation & scope
2. Penetration & growth prospect mapping
3. Value chain analysis
4. Matcha production process
5. Market dynamics
6. Market driver relevance analysis (Current & future impact)
7. Market restraint relevance analysis (Current & future impact)
8. Porter's analysis
9. PESTEL analysis
10. Penetration & growth prospect mapping
11. Grade movement analysis, 2016 & 2025 (%)
12. Application movement analysis, 2016 & 2025 (%)

I would like to order

Product name: Matcha Market Analysis By Grade (Ceremonial, Classic, Culinary), By Application (Regular Tea, Matcha Beverages, Food, Personal Care), By Region, And Segment Forecasts, 2014 - 2025

Product link: <https://marketpublishers.com/r/M9534246129EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M9534246129EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970