

Matcha Tea Market Size, Share & Trends Analysis Report By Nature (Organic, Conventional), By Product (Powder, Ready-to-drink Beverage, Instant Premixes), By Type Unflavored/Regular, Flavored), By Price Range, By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/M9E77C41E1D7EN.html>

Date: December 2025

Pages: 102

Price: US\$ 3,950.00 (Single User License)

ID: M9E77C41E1D7EN

Abstracts

Summary

The global matcha tea market size was estimated at USD 965.8 million in 2025 and is projected to reach USD 1,748.2 million by 2033, growing at a CAGR of 7.8% from 2026 to 2033. The market is expanding due to increasing consumer demand for health-conscious products, driven by matcha's antioxidant and energy-boosting properties.

The growing interest in organic, natural, and plant-based foods, combined with rising awareness of Japanese culture and wellness trends, further accelerates market growth. The market for functional drinks, including matcha tea, is experiencing strong growth due to shifting consumer preferences toward healthier, more natural beverages. As people become increasingly aware of the importance of nutrition and wellness, they are actively seeking drinks that offer additional benefits beyond simple hydration. Matcha tea, known for its high antioxidant content, natural energy boost, and stress-relieving properties, has gained significant popularity among health-conscious consumers.

One key driver behind this trend in the matcha tea industry is the growing demand for natural energy boosters. Many consumers are turning away from high-caffeine, sugar-laden energy drinks due to concerns about side effects, such as energy crashes and jitters. In contrast, matcha provides a sustained energy release due to its combination of

caffeine and L-theanine, which simultaneously enhances focus and relaxation. This makes it an appealing choice for students, professionals, and athletes looking for a clean, plant-based energy source.

The rise of functional and adaptogenic beverages has also played a crucial role in the growth of matcha. Consumers now prioritize drinks that support immune health, mental clarity, digestion, and metabolism. Matcha tea is rich in catechins and polyphenols, which provide anti-inflammatory and metabolism-boosting benefits. Additionally, brands are introducing matcha-infused blends with other superfoods, such as turmeric, collagen, and ashwagandha, further expanding its appeal.

Another major factor driving demand in the matcha tea market is the increasing preference for plant-based and clean-label products. Consumers are actively seeking organic, sustainably sourced, and additive-free beverages. Since matcha tea is naturally vegan, gluten-free, and free from artificial preservatives, it aligns perfectly with these expectations. Consumers are also showing interest in ethically sourced matcha, preferring brands that emphasize fair trade and eco-friendly packaging.

Product innovation is significantly boosting the growth of the market for matcha tea by introducing diverse flavors and convenient formats that cater to evolving consumer preferences. Manufacturers are expanding their offerings beyond traditional matcha to include ready-to-drink (RTD) options and unique flavor combinations.

Format matters because it makes the functional benefits of matcha more easily accessible. For a busy person, mixing a sachet or grabbing an RTD is far more likely than starting a full tea ritual with bowl and whisk. Thus, format innovation serves adoption, not just packaging.

While traditional unflavored matcha remains popular among health-conscious consumers, flavored variations are attracting new demographics. Some of the most sought-after flavors include vanilla matcha, which adds a creamy, aromatic twist; chocolate matcha, which blends cacao with matcha's natural bitterness; and berry-infused matcha, incorporating fruits like blueberry, raspberry, and acai for a sweet-tart balance. Additionally, coconut matcha is gaining traction among dairy-free consumers, while spiced matcha variations with turmeric, ginger, and cinnamon appeal to those seeking functional wellness benefits. Honey and caramel matcha are also becoming popular for their naturally sweetened profiles. In December 2024, Zarraffa's Coffee introduced a new matcha range, featuring a variety of matcha-infused beverages to cater to the growing demand for green tea flavors. Their lineup includes matcha fusion,

iced matcha fusion, and matcha latte, offering a balance of smooth, earthy matcha with creamy textures. This launch reflects the rising popularity of matcha, driven by its health benefits and unique taste.

Global Matcha Tea Market Report Segmentation

This report forecasts revenue growth at the global, regional & country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the matcha tea market report based on nature, product, type, price range, distribution channel, and region:

Nature Outlook (Revenue, USD Million, 2021 - 2033)

Organic

Conventional

Product Outlook (Revenue, USD Million, 2021 - 2033)

Powder

Ready-To-Drink (RTD)

Instant Premixes

Type Outlook (Revenue, USD Million, 2021 - 2033)

Unflavored/Regular

Flavored

Price Range Outlook (Revenue, USD Million, 2021 - 2033)

Economy

Mid-range

Premium

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Offline

Online

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia & New Zealand

Central & South America

Brazil

Middle East & Africa

South Africa

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