

Global Matcha Tea Market Research Report 2022

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Abstracts

The global Matcha Tea market was valued at 142.62 Million USD in 2021 and will grow with a CAGR of 4.3% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

Matcha 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. 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. Matcha is currently the fastest growing segment of the global tea market. The global matcha tea market driving due to increasing demand for matcha tea in many consumers` as it has many health benefits. Matcha tea contains comparatively high antioxidant content which makes it popular in health conscious consumers. Increasing ceremonial tea consumptions and tea parties is also driving market for matcha tea. Due to matcha tea`s energy boosting property along with the health benefits consumption of matcha tea is increasing in corporate world. Trend of tea and coffee shops like Starbucks is increasing globally which is driving matcha tea market. Trend of adding varieties of flavors in the matcha tea is also driving market in youths globally. Easy availability of matcha tea

products in retail shops, supermarket/ hypermarket and online stores is one of the key drivers of matcha tea market. Aiya dominated the market, with accounted for 24.84% of the Matcha Teasales market share in 2016. Marushichi Seicha, ShaoXing Royal Tea are the key players and accounted for 17.33%, 14.68% respectively of the overall Matcha Tea market share in 2016. Global giant manufactures mainly distributed in Japan and China. It has unshakable status in this field. The market is not only influenced by the price, but also influenced by the product performance. The leading companies own the advantages on better performance, more abundant product`s types, better technical and impeccable after-sales service. Consequently, they take the majority of the market share of high-end market. Looking to the future years, prices gap between different brands will go narrowing. Similarly, there will be fluctuation in gross margin. Despite the presence of competition problems, due to the global recovery trend is slightly, investor are still optimistic about this area; the future will still have more new investment enter the field.

By Market Verdors:

Aiya

Marushichi Seicha

ShaoXing Royal Tea

Marukyu Koyamaen

ujimatcha

Yanoen

AOI Seicha

DoMatcha

By Types:

Drinking-use Matcha Tea

Additive-use Matcha Tea

By Applications:

Drinking Tea

Pastry

Ice Cream

Beverage

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Market Trends: Market key trends which include Increased Competition and Continuous Innovations.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the

development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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Middle East Matcha Tea Revenue Growth Rate Forecast (2022-2027)

Africa Matcha Tea Production Growth Rate Forecast (2022-2027)

Africa Matcha Tea Revenue Growth Rate Forecast (2022-2027)

Oceania Matcha Tea Production Growth Rate Forecast (2022-2027)

Oceania Matcha Tea Revenue Growth Rate Forecast (2022-2027)

South America Matcha Tea Production Growth Rate Forecast (2022-2027)

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Rest of the World Matcha Tea Production Growth Rate Forecast (2022-2027)

Rest of the World Matcha Tea Revenue Growth Rate Forecast (2022-2027)

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East Asia Matcha Tea Consumption Forecast 2022-2027

Europe Matcha Tea Consumption Forecast 2022-2027

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