

# Matcha Tea Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global matcha tea market size reached US\$ 3.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.6 Billion by 2028, exhibiting a growth rate (CAGR) of 7.2% during 2023-2028.

Matcha tea is a type of green tea prepared by picking and grinding young tea leaves into a bright green powder. It is obtained from the *Camellia sinensis* plant and is rich in essential nutrients, such as vitamins, minerals, and health-beneficial polyphenols. Matcha tea exhibits antioxidant and anti-inflammatory properties and promotes healthier cholesterol levels, builds bone strength, and stimulates collagen production in the skin. It also aids in promoting heart health, preventing the onset of cancer and diabetes, boosting brain function, protecting the liver against toxin buildups, increasing energy and encouraging weight loss. Commercially available in powder and liquid forms, matcha tea is considered a healthier alternative to traditional green tea as it contains a stronger concentration of some key nutrients and antioxidants.

### Matcha Tea Market Trends:

The widespread product adoption in the food and beverage (F&B) industry across the globe is creating a positive outlook for the market. Matcha tea is widely incorporated in several foods, such as oatmeal, latte popsicles, salad dressings, smoothies, iced tea beverages, and desserts. Additionally, the rising inclination of consumers toward matcha tea can be attributed to the increasing instances of lifestyle-based diseases, such as diabetes, cancer and heart diseases, and the growing awareness regarding the health benefits associated with the consumption of the product. Apart from this, the

introduction of the product in new innovative flavors, such as mango, blueberry, vanilla and mango peach, to cater to the diverse consumer base is providing an impetus to the market growth. In line with this, the launch of organic matcha tea produced without artificial pesticides and fertilizers while being environmentally friendly is positively impacting the market growth. Other factors, including the increasing demand for clean label products, widespread product utilization in the cosmetics and personal care industries, and the rising expenditure capacities of consumers, are anticipated to drive the market further toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global matcha tea market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, form, nature and distribution channel.

#### Breakup by Product Type:

Regular

Flavored

#### Breakup by Form:

Powder

Liquid

#### Breakup by Nature:

Conventional

Organic

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Food Service

Online Stores

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AIYA Europe GmbH, AOI Tea Company, Celestial Seasonings (The Hain Celestial Group Inc.), Encha, Grace & Green, Green Foods Corporation, Ito En Ltd., Marukyu Koyamaen Co Ltd., Midori Spring Limited, Mizuba Tea Company, Sasaki Green Tea Company, Tenzo Tea and Unilever plc.

Key Questions Answered in This Report:

How has the global matcha tea market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global matcha tea market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the form?

What is the breakup of the market based on the nature?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global matcha tea market and who are the key players?

What is the degree of competition in the industry?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL MATCHA TEA MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Regular
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Flavored
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY FORM**

### 7.1 Powder

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 Liquid

7.2.1 Market Trends

7.2.2 Market Forecast

## **8 MARKET BREAKUP BY NATURE**

### 8.1 Conventional

8.1.1 Market Trends

8.1.2 Market Forecast

### 8.2 Organic

8.2.1 Market Trends

8.2.2 Market Forecast

## **9 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 9.1 Supermarkets and Hypermarkets

9.1.1 Market Trends

9.1.2 Market Forecast

### 9.2 Specialty Stores

9.2.1 Market Trends

9.2.2 Market Forecast

### 9.3 Food Service

9.3.1 Market Trends

9.3.2 Market Forecast

### 9.4 Online Stores

9.4.1 Market Trends

9.4.2 Market Forecast

### 9.5 Others

9.5.1 Market Trends

9.5.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### 10.1 North America

- 10.1.1 United States
  - 10.1.1.1 Market Trends
  - 10.1.1.2 Market Forecast
- 10.1.2 Canada
  - 10.1.2.1 Market Trends
  - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
  - 10.2.1 China
    - 10.2.1.1 Market Trends
    - 10.2.1.2 Market Forecast
  - 10.2.2 Japan
    - 10.2.2.1 Market Trends
    - 10.2.2.2 Market Forecast
  - 10.2.3 India
    - 10.2.3.1 Market Trends
    - 10.2.3.2 Market Forecast
  - 10.2.4 South Korea
    - 10.2.4.1 Market Trends
    - 10.2.4.2 Market Forecast
  - 10.2.5 Australia
    - 10.2.5.1 Market Trends
    - 10.2.5.2 Market Forecast
  - 10.2.6 Indonesia
    - 10.2.6.1 Market Trends
    - 10.2.6.2 Market Forecast
  - 10.2.7 Others
    - 10.2.7.1 Market Trends
    - 10.2.7.2 Market Forecast
- 10.3 Europe
  - 10.3.1 Germany
    - 10.3.1.1 Market Trends
    - 10.3.1.2 Market Forecast
  - 10.3.2 France
    - 10.3.2.1 Market Trends
    - 10.3.2.2 Market Forecast
  - 10.3.3 United Kingdom
    - 10.3.3.1 Market Trends
    - 10.3.3.2 Market Forecast
  - 10.3.4 Italy



- 10.3.4.1 Market Trends
- 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview

- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 AIYA Europe GmbH
    - 15.3.1.1 Company Overview
    - 15.3.1.2 Product Portfolio
  - 15.3.2 AOI Tea Company
    - 15.3.2.1 Company Overview
    - 15.3.2.2 Product Portfolio
  - 15.3.3 Celestial Seasonings (The Hain Celestial Group Inc.)
    - 15.3.3.1 Company Overview
    - 15.3.3.2 Product Portfolio
  - 15.3.4 Encha
    - 15.3.4.1 Company Overview
    - 15.3.4.2 Product Portfolio
  - 15.3.5 Grace & Green
    - 15.3.5.1 Company Overview
    - 15.3.5.2 Product Portfolio
  - 15.3.6 Green Foods Corporation
    - 15.3.6.1 Company Overview
    - 15.3.6.2 Product Portfolio
  - 15.3.7 Ito En Ltd.
    - 15.3.7.1 Company Overview
    - 15.3.7.2 Product Portfolio
    - 15.3.7.3 Financials
  - 15.3.8 Marukyu Koyamaen Co Ltd.
    - 15.3.8.1 Company Overview
    - 15.3.8.2 Product Portfolio
  - 15.3.9 Midori Spring Limited

- 15.3.9.1 Company Overview
- 15.3.9.2 Product Portfolio
- 15.3.10 Mizuba Tea Company
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio
- 15.3.11 Sasaki Green Tea Company
  - 15.3.11.1 Company Overview
  - 15.3.11.2 Product Portfolio
- 15.3.12 Tenzo Tea
  - 15.3.12.1 Company Overview
  - 15.3.12.2 Product Portfolio
- 15.3.13 Unilever plc
  - 15.3.13.1 Company Overview
  - 15.3.13.2 Product Portfolio
  - 15.3.13.3 Financials

## List Of Tables

### LIST OF TABLES

Table 1: Global: Matcha Tea Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Matcha Tea Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Matcha Tea Market Forecast: Breakup by Form (in Million US\$), 2023-2028

Table 4: Global: Matcha Tea Market Forecast: Breakup by Nature (in Million US\$), 2023-2028

Table 5: Global: Matcha Tea Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 6: Global: Matcha Tea Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Matcha Tea Market: Competitive Structure

Table 8: Global: Matcha Tea Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Matcha Tea Market: Major Drivers and Challenges

Figure 2: Global: Matcha Tea Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Matcha Tea Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Matcha Tea Market: Breakup by Product Type (in %), 2022

Figure 5: Global: Matcha Tea Market: Breakup by Form (in %), 2022

Figure 6: Global: Matcha Tea Market: Breakup by Nature (in %), 2022

Figure 7: Global: Matcha Tea Market: Breakup by Distribution Channel (in %), 2022

Figure 8: Global: Matcha Tea Market: Breakup by Region (in %), 2022

Figure 9: Global: Matcha Tea (Regular) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Matcha Tea (Regular) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Matcha Tea (Flavored) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Matcha Tea (Flavored) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Matcha Tea (Powder) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Matcha Tea (Powder) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Matcha Tea (Liquid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Matcha Tea (Liquid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Matcha Tea (Conventional) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Matcha Tea (Conventional) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Matcha Tea (Organic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Matcha Tea (Organic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Matcha Tea (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Matcha Tea (Supermarkets and Hypermarkets) Market Forecast:

Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Matcha Tea (Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Matcha Tea (Specialty Store) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Matcha Tea (Food Service) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Matcha Tea (Food Service) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Matcha Tea (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Matcha Tea (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Matcha Tea (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Matcha Tea (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: North America: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: North America: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: United States: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: United States: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Canada: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Canada: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Asia-Pacific: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Asia-Pacific: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: China: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: China: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Japan: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Japan: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: India: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: India: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: South Korea: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: South Korea: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Australia: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Australia: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Indonesia: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Indonesia: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Others: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Others: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Europe: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Europe: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Germany: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Germany: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: France: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: France: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: United Kingdom: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: United Kingdom: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Italy: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Italy: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Spain: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Spain: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Russia: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Russia: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Others: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Others: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Latin America: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Latin America: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Brazil: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Brazil: Matcha Tea Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Mexico: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Mexico: Matcha Tea Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 75: Others: Matcha Tea Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Others: Matcha Tea Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 77: Middle East and Africa: Matcha Tea Market: Sales Value (in Million US\$),  
2017 & 2022

Figure 78: Middle East and Africa: Matcha Tea Market: Breakup by Country (in %),  
2022

Figure 79: Middle East and Africa: Matcha Tea Market Forecast: Sales Value (in Million  
US\$), 2023-2028

Figure 80: Global: Matcha Tea Industry: SWOT Analysis

Figure 81: Global: Matcha Tea Industry: Value Chain Analysis

Figure 82: Global: Matcha Tea Industry: Porter's Five Forces Analysis



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