

Matcha Tea Market Report by Product Type (Regular, Flavored), Form (Powder, Liquid), Nature (Conventional, Organic), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Food Service, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global matcha tea market size reached US\$ 3.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.6 Billion by 2032, exhibiting a growth rate (CAGR) of 6.4% during 2024-2032. The market is experiencing moderate growth because of the growing health awareness and demand for organic products among the masses, rising visual appeal of matcha tea to younger demographics, and increasing focus on fitness regimens.

Matcha Tea Market Analysis:

Major Market Drivers: The global matcha tea market is experiencing moderate growth attributed to the growing health consciousness among the masses.

Key Market Trends: The increasing buying of organic and sustainably sourced matcha because of the consumer demand for eco-friendly and health-conscious products, is bolstering the market growth.

Geographical Trends: Asia Pacific dominates the market owing to the rising consumption of tea and high production of matcha in the region.

Competitive Landscape: Some of the major market players in the matcha tea industry include Green Foods Corporation, Ito En Ltd., Marukyu Koyamaen Co Ltd., Midori Spring Limited, Mizuba Tea Company, Sasaki Green Tea Company, Tenzo Tea, Unilever Plc, among many others.

Challenges and Opportunities: Maintaining product authenticity and quality in the face of

mass production, as well as negotiating the intricacies of global supply chains, are affecting the matcha tea market revenue. Nevertheless, recent matcha tea market opportunities in product development and marketing tactics are propelling the market growth.

Matcha Tea Market Trends: Health and Wellness Trends

Matcha is categorized as a favorite drink of people who are conscious about their health. It is rich in antioxidants that boost heart health and minimize the risk of developing cancer. The World Health Organization drafted its observation and disclosed that over twenty million new cases and about 9.7 million deaths from cancer in the year 2022. This means that one in every five individuals who would have cancer, and out of that one, one in nine males and one in twelve females die from the disease. Besides this, the growing number of people that are moving from chemically-enriched products to natural and organic products are catalyzing the matcha tea market demand as a healthier alternative to traditional beverages.

Rising Demand Among Younger Demographics

The increasing need for sustainability, mental and physical health as well as authenticity among younger people is strengthening the market growth. The eye-catching green color makes matcha a center of attention on social networking sites where younger users post pictures of their nutritious concoctions, including matcha teas. In addition, the rising interest of younger demographics to explore new food items is propelling the matcha tea market growth. Moreover, in 2022 UNICEF estimated that around 16% of the world population consists of 1.3 billion teenagers. Besides this, the matcha tea market overview emphasizes how popular matcha tea is becoming among younger populations, reflecting their desire for distinctive, health-promoting beverages.

Integration into Health and Fitness Regimens

There is a rise in the spread of news about the number of people getting affected with chronic conditions. This is resulting in an increasing purchase of healthy beverages like matcha by athletes and fitness enthusiasts, in turn, offering a favorable matcha tea market outlook. Its high antioxidant content, especially epigallocatechin gallate, has been shown to help physical performance and fat burning, making it a common pre-workout drink. Furthermore, the calming L-theanine in matcha boosts focus and lowers stress, resulting in better focus and lower pressure. According to the American

Psychological Association, approximately 76% of respondents said that stress had negatively impacted their health in 2022. These effects included headaches (38%), exhaustion (35%), feeling worried or anxious (34%), and feeling depressed or sad (33%).

Matcha Tea Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product type, form, nature and distribution channel.

Breakup by Product Type:

Regular
Flavored

Regular accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes regular and flavored. According to the report, regular represented the largest segment.

The matcha tea market statistics reveal regular constitutes as the largest segment. This category includes traditional matcha powder, which is favored for its versatility, authentic taste, and health benefits, appealing to both traditional tea enthusiasts and health-conscious consumers. Additionally, regular matcha is used for traditional Japanese tea ceremonies and ready-to-drink (RTD) matcha beverages, catering to the on-the-go consumer seeking convenience without compromising on health benefits.

Breakup by Form:

Powder
Liquid

Powder holds the largest share of the industry

A detailed breakup and analysis of the market based on the form have also been provided in the report. This includes powder and liquid. According to the report, powder accounted for the largest market share.

Matcha powder, renowned for its potent concentration of minerals and antioxidants, serves a variety of purposes for consumers, ranging from making traditional tea to using it in contemporary recipes like smoothies, lattes, and baked goods. Its powdered form makes it easier to incorporate into different diets and lifestyles, which adds to its allure. The market also encompasses areas, such as ready-to-drink (RTD) beverages and matcha-infused food items, but the powdered form continues to be the most popular due to its authenticity and adaptability, cementing its place as a mainstay in both traditional and modern matcha usage. According to the IMARC group, the market for the global RTD beverages was US\$ 225.0 Billion in 2023.

Breakup by Nature:

Conventional

Organic

Conventional represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the nature. This includes conventional and organic. According to the report, conventional represented the largest segment.

The dominance of conventional matcha tea is mostly attributable to its higher accessibility and frequently cheaper price point as compared to organic alternatives, which enable a larger range of consumers to purchase it. Traditional agricultural methods are used to produce conventional matcha, which is not subject to the stringent restrictions needed for organic certification. This serves consumers who prefer the unique flavor and health benefits of matcha above organic certification by providing a variety of options that fit their needs both financially and lifestyle-wise.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Food Service

Online Stores

Others

Supermarkets and Hypermarkets exhibits a clear dominance in the market

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, food service, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets dominate the market attributed to the convenience these stores provide, enabling buyers to sample a variety of matcha products, ranging from classic powders to RTD options. High foot activity is another advantage of supermarkets and hypermarkets, which makes them perfect venues for impulse buys and product exploration. Additionally, the matcha tea market recent price indicates a steady increase, particularly in supermarkets and hypermarkets, reflecting the growing demand for this health-centric beverage among mainstream consumers. As per NielsenIQ's 2021 insight report, the US saw a 31% increase in sales of health-aligned food and beverages between 2020 and 2021, as worldwide consumers (48%) prioritized health and wellness when making purchases.

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

Asia Pacific leads the market, accounting for the largest matcha tea market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific represents the largest regional market for matcha tea.

Asia Pacific region stands as the largest segment attributed to its deep-rooted cultural significance and longstanding tradition of tea consumption and production. Matcha has a considerable market presence due to its traditional use in tea ceremonies as well as its inclusion in contemporary drinks. Moreover, the rising health consciousness among the masses is driving the demand for various holistic food products like matcha tea.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the matcha tea industry include:

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
Unilever plc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Matcha tea market companies are continually implementing strategies to strengthen their market position and meet evolving customer needs. Top businesses are concentrating on locating trustworthy, long-term matcha suppliers to ensure high-quality product offers. Major businesses are also investing in organic certifications and sustainable agriculture practices to satisfy environmentally conscious consumers. Additionally, the matcha tea market recent developments by key players to cater to health-consciousness consumers is supporting the market growth. For instance, in January 2024, Tenzo, a top supplier of organic ceremonial matcha, introduces their latest offering, the Single Serve Matcha Packets, expanding convenience for matcha enthusiasts.

Matcha Tea Market News:

In February 2024: AIYA invested in the UK Matcha green tea business, OMGTea, promising an exciting development for both companies. OMGTea was established with an unwavering commitment to premium organic goods, and since then, AIYA has been its supplier for matcha.

In March 2023: Tenzo, a premium matcha tea company, collaborates with boutique tequila brand Lo Siento to craft three exclusive matcha-infused cocktails. This partnership reflects their shared commitment to quality and innovation.

In November 2023: Hojicha Co. partners with Marukyu Koyamaen to offer authentic Uji matcha on its online shop, responding to user demand for trusted matcha brands. The collaboration introduces Matcha Isuzu, Matcha Yugen, and Matcha Kinrin, catering to various preferences from matcha lattes to ceremonial occasions.

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 are the drivers, restraints, and opportunities in the global matcha tea market?

What is the impact of each driver, restraint, and opportunity on the global matcha tea market?

What are the key regional markets?

Which countries represent the most attractive matcha tea market?

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

Which is the most attractive product type in the matcha tea market?

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

Which is the most attractive form in the matcha tea market?

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

Which is the most attractive nature in the matcha tea market?

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

Which is the most attractive distribution channel in the matcha tea market?

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What is the competitive structure of the market?

Who are the key players/companies in the global matcha tea market?

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