

2018-2023 Global Matcha Products Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Matcha Products market for 2018-2023.

Matcha is finely ground powder of specially grown and processed green tea leaves. It is special in two aspects of farming and processing: the green tea plants for matcha are shade-grown for about three weeks before harvest and the stems and veins are removed in processing. During shaded growth, the plant *Camellia sinensis* produces more theanine and caffeine. The powdered form of matcha is consumed differently from tea leaves or tea bags, and is dissolved in a liquid, typically water or milk.

Matcha is also used as flavouring in many Western-style chocolates, candy, and desserts, such as cakes and pastries, cookies, pudding, mousse, and green tea ice cream. Matcha frozen yogurt is sold in shops and can be made at home using Greek yogurt. The use of matcha in modern drinks has also spread to North American cafés, such as Starbucks, which introduced 'Green Tea Lattes' and other matcha-flavoured drinks after matcha became successful in their Japanese store locations. As in Japan, it has become integrated into lattes, iced drinks, milkshakes, even smoothies.

Over the next five years, LPI(LP Information) projects that Matcha Products will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Matcha Products market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Ceremonial

Classic

Culinary

Others

Segmentation by application:

Food

Beverage

Cosmetic & Personal Care

Nutraceuticals

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

AIYA

AOI Tea Company

Ippodo Tea

Encha

TEAJA Organic

Midori Spring

ITO EN

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Matcha Products consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Matcha Products market by identifying its various subsegments.

Focuses on the key global Matcha Products manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Matcha Products with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Matcha Products submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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