

Global Matcha Green Tea Powder Market Growth 2025-2031

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Abstracts

The global Matcha Green Tea Powder market size is predicted to grow from US\$ 377 million in 2025 to US\$ 609 million in 2031; it is expected to grow at a CAGR of 8.3% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Matcha green tea powder is a premium, shade-grown green tea that is stone-ground into an ultra-fine powder. Unlike traditional steeped green tea, matcha involves consuming the entire tea leaf, delivering a concentrated source of antioxidants (including EGCG), amino acids (notably L-theanine), chlorophyll, and natural caffeine. Authentic matcha is characterized by its vibrant emerald green color, smooth umami flavor, and fine texture (typically 5-20 microns). The unique shading process (3-4 weeks before harvest) boosts chlorophyll and amino acid content while reducing bitterness, making it nutritionally superior to regular green tea.

The growth of matcha green tea powder market is primarily driven by strong consumer demand for healthy functional beverages and its innovative applications in modern food service. As a natural antioxidant and mild energizer, matcha meets contemporary needs for healthy energy supplementation through its unique 'caffeine and L-theanine balance system'. Meanwhile, its diverse applications in modern food scenes like milk tea and desserts significantly expand consumer base and market boundaries.

The future matcha market will show dual trends of quality upgrading and cross-industry integration. On one hand, premium ceremonial-grade matcha will continue to be sought

after for its scarcity and distinctive flavor profile. On the other hand, matcha is rapidly penetrating various sectors including food, cosmetics, and health supplements, continuously expanding market influence through innovative combinations with other categories. This diversified development is reshaping matcha's value proposition and application scenarios.

LP Information, Inc. (LPI) ' newest research report, the "Matcha Green Tea Powder Industry Forecast" looks at past sales and reviews total world Matcha Green Tea Powder sales in 2024, providing a comprehensive analysis by region and market sector of projected Matcha Green Tea Powder sales for 2025 through 2031. With Matcha Green Tea Powder sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Matcha Green Tea Powder industry.

This Insight Report provides a comprehensive analysis of the global Matcha Green Tea Powder landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Matcha Green Tea Powder portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Matcha Green Tea Powder market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Matcha Green Tea Powder and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Matcha Green Tea Powder.

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

Segmentation by Type:

Drinking-use Matcha Green Tea Powder

Additive-use Matcha Green Tea Powder

Segmentation by Application:

Food and Beverages

Health Care Products

Beauty and Skin Care Products

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Guizhou Tongren Guitea

Aiya

Marushichi Seicha

Shaoxing Royal Tea Village

Zhejiang Hua's Tea Industry

Marukyu Koyamaen

Yanoen

DoMatcha

Uji Matcha (Shanghai)

AOI Seicha

Ujinotsuyu Seicha

Zhejiang Tea

Horii Shichimeien

Shandong Hongyu agricultural science and Technology

Hubei banbingwei Tea Industry

Key Questions Addressed in this Report

What is the 10-year outlook for the global Matcha Green Tea Powder market?

What factors are driving Matcha Green Tea Powder market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Matcha Green Tea Powder market opportunities vary by end market size?

How does Matcha Green Tea Powder break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Matcha Green Tea Powder Annual Sales 2020-2031
 - 2.1.2 World Current & Future Analysis for Matcha Green Tea Powder by Geographic Region, 2020, 2024 & 2031
 - 2.1.3 World Current & Future Analysis for Matcha Green Tea Powder by Country/Region, 2020, 2024 & 2031
- 2.2 Matcha Green Tea Powder Segment by Type
 - 2.2.1 Drinking-use Matcha Green Tea Powder
 - 2.2.2 Additive-use Matcha Green Tea Powder
- 2.3 Matcha Green Tea Powder Sales by Type
 - 2.3.1 Global Matcha Green Tea Powder Sales Market Share by Type (2020-2025)
 - 2.3.2 Global Matcha Green Tea Powder Revenue and Market Share by Type (2020-2025)
 - 2.3.3 Global Matcha Green Tea Powder Sale Price by Type (2020-2025)
- 2.4 Matcha Green Tea Powder Segment by Application
 - 2.4.1 Food and Beverages
 - 2.4.2 Health Care Products
 - 2.4.3 Beauty and Skin Care Products
 - 2.4.4 Others
- 2.5 Matcha Green Tea Powder Sales by Application
 - 2.5.1 Global Matcha Green Tea Powder Sale Market Share by Application (2020-2025)
 - 2.5.2 Global Matcha Green Tea Powder Revenue and Market Share by Application (2020-2025)

2.5.3 Global Matcha Green Tea Powder Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

3.1 Global Matcha Green Tea Powder Breakdown Data by Company

3.1.1 Global Matcha Green Tea Powder Annual Sales by Company (2020-2025)

3.1.2 Global Matcha Green Tea Powder Sales Market Share by Company (2020-2025)

3.2 Global Matcha Green Tea Powder Annual Revenue by Company (2020-2025)

3.2.1 Global Matcha Green Tea Powder Revenue by Company (2020-2025)

3.2.2 Global Matcha Green Tea Powder Revenue Market Share by Company (2020-2025)

3.3 Global Matcha Green Tea Powder Sale Price by Company

3.4 Key Manufacturers Matcha Green Tea Powder Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Matcha Green Tea Powder Product Location Distribution

3.4.2 Players Matcha Green Tea Powder Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR MATCHA GREEN TEA POWDER BY GEOGRAPHIC REGION

4.1 World Historic Matcha Green Tea Powder Market Size by Geographic Region (2020-2025)

4.1.1 Global Matcha Green Tea Powder Annual Sales by Geographic Region (2020-2025)

4.1.2 Global Matcha Green Tea Powder Annual Revenue by Geographic Region (2020-2025)

4.2 World Historic Matcha Green Tea Powder Market Size by Country/Region (2020-2025)

4.2.1 Global Matcha Green Tea Powder Annual Sales by Country/Region (2020-2025)

4.2.2 Global Matcha Green Tea Powder Annual Revenue by Country/Region (2020-2025)

4.3 Americas Matcha Green Tea Powder Sales Growth

4.4 APAC Matcha Green Tea Powder Sales Growth

4.5 Europe Matcha Green Tea Powder Sales Growth

4.6 Middle East & Africa Matcha Green Tea Powder Sales Growth

5 AMERICAS

5.1 Americas Matcha Green Tea Powder Sales by Country

5.1.1 Americas Matcha Green Tea Powder Sales by Country (2020-2025)

5.1.2 Americas Matcha Green Tea Powder Revenue by Country (2020-2025)

5.2 Americas Matcha Green Tea Powder Sales by Type (2020-2025)

5.3 Americas Matcha Green Tea Powder Sales by Application (2020-2025)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Matcha Green Tea Powder Sales by Region

6.1.1 APAC Matcha Green Tea Powder Sales by Region (2020-2025)

6.1.2 APAC Matcha Green Tea Powder Revenue by Region (2020-2025)

6.2 APAC Matcha Green Tea Powder Sales by Type (2020-2025)

6.3 APAC Matcha Green Tea Powder Sales by Application (2020-2025)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Matcha Green Tea Powder by Country

7.1.1 Europe Matcha Green Tea Powder Sales by Country (2020-2025)

7.1.2 Europe Matcha Green Tea Powder Revenue by Country (2020-2025)

7.2 Europe Matcha Green Tea Powder Sales by Type (2020-2025)

7.3 Europe Matcha Green Tea Powder Sales by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Matcha Green Tea Powder by Country

8.1.1 Middle East & Africa Matcha Green Tea Powder Sales by Country (2020-2025)

8.1.2 Middle East & Africa Matcha Green Tea Powder Revenue by Country
(2020-2025)

8.2 Middle East & Africa Matcha Green Tea Powder Sales by Type (2020-2025)

8.3 Middle East & Africa Matcha Green Tea Powder Sales by Application (2020-2025)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Matcha Green Tea Powder

10.3 Manufacturing Process Analysis of Matcha Green Tea Powder

10.4 Industry Chain Structure of Matcha Green Tea Powder

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Matcha Green Tea Powder Distributors

11.3 Matcha Green Tea Powder Customer

12 WORLD FORECAST REVIEW FOR MATCHA GREEN TEA POWDER BY

GEOGRAPHIC REGION

- 12.1 Global Matcha Green Tea Powder Market Size Forecast by Region
 - 12.1.1 Global Matcha Green Tea Powder Forecast by Region (2026-2031)
 - 12.1.2 Global Matcha Green Tea Powder Annual Revenue Forecast by Region (2026-2031)
- 12.2 Americas Forecast by Country (2026-2031)
- 12.3 APAC Forecast by Region (2026-2031)
- 12.4 Europe Forecast by Country (2026-2031)
- 12.5 Middle East & Africa Forecast by Country (2026-2031)
- 12.6 Global Matcha Green Tea Powder Forecast by Type (2026-2031)
- 12.7 Global Matcha Green Tea Powder Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

- 13.1 Guizhou Tongren Guitea
 - 13.1.1 Guizhou Tongren Guitea Company Information
 - 13.1.2 Guizhou Tongren Guitea Matcha Green Tea Powder Product Portfolios and Specifications
 - 13.1.3 Guizhou Tongren Guitea Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.1.4 Guizhou Tongren Guitea Main Business Overview
 - 13.1.5 Guizhou Tongren Guitea Latest Developments
- 13.2 Aiya
 - 13.2.1 Aiya Company Information
 - 13.2.2 Aiya Matcha Green Tea Powder Product Portfolios and Specifications
 - 13.2.3 Aiya Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.2.4 Aiya Main Business Overview
 - 13.2.5 Aiya Latest Developments
- 13.3 Marushichi Seicha
 - 13.3.1 Marushichi Seicha Company Information
 - 13.3.2 Marushichi Seicha Matcha Green Tea Powder Product Portfolios and Specifications
 - 13.3.3 Marushichi Seicha Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.3.4 Marushichi Seicha Main Business Overview
 - 13.3.5 Marushichi Seicha Latest Developments
- 13.4 Shaoxing Royal Tea Village

- 13.4.1 Shaoxing Royal Tea Village Company Information
- 13.4.2 Shaoxing Royal Tea Village Matcha Green Tea Powder Product Portfolios and Specifications
- 13.4.3 Shaoxing Royal Tea Village Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
- 13.4.4 Shaoxing Royal Tea Village Main Business Overview
- 13.4.5 Shaoxing Royal Tea Village Latest Developments
- 13.5 Zhejiang Hua's Tea Industry
 - 13.5.1 Zhejiang Hua's Tea Industry Company Information
 - 13.5.2 Zhejiang Hua's Tea Industry Matcha Green Tea Powder Product Portfolios and Specifications
 - 13.5.3 Zhejiang Hua's Tea Industry Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.5.4 Zhejiang Hua's Tea Industry Main Business Overview
 - 13.5.5 Zhejiang Hua's Tea Industry Latest Developments
- 13.6 Marukyu Koyamaen
 - 13.6.1 Marukyu Koyamaen Company Information
 - 13.6.2 Marukyu Koyamaen Matcha Green Tea Powder Product Portfolios and Specifications
 - 13.6.3 Marukyu Koyamaen Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.6.4 Marukyu Koyamaen Main Business Overview
 - 13.6.5 Marukyu Koyamaen Latest Developments
- 13.7 Yanoen
 - 13.7.1 Yanoen Company Information
 - 13.7.2 Yanoen Matcha Green Tea Powder Product Portfolios and Specifications
 - 13.7.3 Yanoen Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.7.4 Yanoen Main Business Overview
 - 13.7.5 Yanoen Latest Developments
- 13.8 DoMatcha
 - 13.8.1 DoMatcha Company Information
 - 13.8.2 DoMatcha Matcha Green Tea Powder Product Portfolios and Specifications
 - 13.8.3 DoMatcha Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.8.4 DoMatcha Main Business Overview
 - 13.8.5 DoMatcha Latest Developments
- 13.9 Uji Matcha (Shanghai)
 - 13.9.1 Uji Matcha (Shanghai) Company Information

13.9.2 Uji Matcha (Shanghai) Matcha Green Tea Powder Product Portfolios and Specifications

13.9.3 Uji Matcha (Shanghai) Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)

13.9.4 Uji Matcha (Shanghai) Main Business Overview

13.9.5 Uji Matcha (Shanghai) Latest Developments

13.10 AOI Seicha

13.10.1 AOI Seicha Company Information

13.10.2 AOI Seicha Matcha Green Tea Powder Product Portfolios and Specifications

13.10.3 AOI Seicha Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)

13.10.4 AOI Seicha Main Business Overview

13.10.5 AOI Seicha Latest Developments

13.11 Ujinotsuyu Seicha

13.11.1 Ujinotsuyu Seicha Company Information

13.11.2 Ujinotsuyu Seicha Matcha Green Tea Powder Product Portfolios and Specifications

13.11.3 Ujinotsuyu Seicha Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)

13.11.4 Ujinotsuyu Seicha Main Business Overview

13.11.5 Ujinotsuyu Seicha Latest Developments

13.12 Zhejiang Tea

13.12.1 Zhejiang Tea Company Information

13.12.2 Zhejiang Tea Matcha Green Tea Powder Product Portfolios and Specifications

13.12.3 Zhejiang Tea Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)

13.12.4 Zhejiang Tea Main Business Overview

13.12.5 Zhejiang Tea Latest Developments

13.13 Horii Shichimeien

13.13.1 Horii Shichimeien Company Information

13.13.2 Horii Shichimeien Matcha Green Tea Powder Product Portfolios and Specifications

13.13.3 Horii Shichimeien Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)

13.13.4 Horii Shichimeien Main Business Overview

13.13.5 Horii Shichimeien Latest Developments

13.14 Shandong Hongyu agricultural science and Technology

13.14.1 Shandong Hongyu agricultural science and Technology Company Information

13.14.2 Shandong Hongyu agricultural science and Technology Matcha Green Tea

Powder Product Portfolios and Specifications

13.14.3 Shandong Hongyu agricultural science and Technology Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)

13.14.4 Shandong Hongyu agricultural science and Technology Main Business Overview

13.14.5 Shandong Hongyu agricultural science and Technology Latest Developments

13.15 Hubei banbingwei Tea Industry

13.15.1 Hubei banbingwei Tea Industry Company Information

13.15.2 Hubei banbingwei Tea Industry Matcha Green Tea Powder Product Portfolios and Specifications

13.15.3 Hubei banbingwei Tea Industry Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin (2020-2025)

13.15.4 Hubei banbingwei Tea Industry Main Business Overview

13.15.5 Hubei banbingwei Tea Industry Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Matcha Green Tea Powder Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Table 2. Matcha Green Tea Powder Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of Drinking-use Matcha Green Tea Powder

Table 4. Major Players of Additive-use Matcha Green Tea Powder

Table 5. Global Matcha Green Tea Powder Sales by Type (2020-2025) & (Tons)

Table 6. Global Matcha Green Tea Powder Sales Market Share by Type (2020-2025)

Table 7. Global Matcha Green Tea Powder Revenue by Type (2020-2025) & (\$ million)

Table 8. Global Matcha Green Tea Powder Revenue Market Share by Type (2020-2025)

Table 9. Global Matcha Green Tea Powder Sale Price by Type (2020-2025) & (US\$/kg)

Table 10. Global Matcha Green Tea Powder Sale by Application (2020-2025) & (Tons)

Table 11. Global Matcha Green Tea Powder Sale Market Share by Application (2020-2025)

Table 12. Global Matcha Green Tea Powder Revenue by Application (2020-2025) & (\$ million)

Table 13. Global Matcha Green Tea Powder Revenue Market Share by Application (2020-2025)

Table 14. Global Matcha Green Tea Powder Sale Price by Application (2020-2025) & (US\$/kg)

Table 15. Global Matcha Green Tea Powder Sales by Company (2020-2025) & (Tons)

Table 16. Global Matcha Green Tea Powder Sales Market Share by Company (2020-2025)

Table 17. Global Matcha Green Tea Powder Revenue by Company (2020-2025) & (\$ millions)

Table 18. Global Matcha Green Tea Powder Revenue Market Share by Company (2020-2025)

Table 19. Global Matcha Green Tea Powder Sale Price by Company (2020-2025) & (US\$/kg)

Table 20. Key Manufacturers Matcha Green Tea Powder Producing Area Distribution and Sales Area

Table 21. Players Matcha Green Tea Powder Products Offered

Table 22. Matcha Green Tea Powder Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

Table 23. New Products and Potential Entrants

Table 24. Market M&A Activity & Strategy

Table 25. Global Matcha Green Tea Powder Sales by Geographic Region (2020-2025) & (Tons)

Table 26. Global Matcha Green Tea Powder Sales Market Share Geographic Region (2020-2025)

Table 27. Global Matcha Green Tea Powder Revenue by Geographic Region (2020-2025) & (\$ millions)

Table 28. Global Matcha Green Tea Powder Revenue Market Share by Geographic Region (2020-2025)

Table 29. Global Matcha Green Tea Powder Sales by Country/Region (2020-2025) & (Tons)

Table 30. Global Matcha Green Tea Powder Sales Market Share by Country/Region (2020-2025)

Table 31. Global Matcha Green Tea Powder Revenue by Country/Region (2020-2025) & (\$ millions)

Table 32. Global Matcha Green Tea Powder Revenue Market Share by Country/Region (2020-2025)

Table 33. Americas Matcha Green Tea Powder Sales by Country (2020-2025) & (Tons)

Table 34. Americas Matcha Green Tea Powder Sales Market Share by Country (2020-2025)

Table 35. Americas Matcha Green Tea Powder Revenue by Country (2020-2025) & (\$ millions)

Table 36. Americas Matcha Green Tea Powder Sales by Type (2020-2025) & (Tons)

Table 37. Americas Matcha Green Tea Powder Sales by Application (2020-2025) & (Tons)

Table 38. APAC Matcha Green Tea Powder Sales by Region (2020-2025) & (Tons)

Table 39. APAC Matcha Green Tea Powder Sales Market Share by Region (2020-2025)

Table 40. APAC Matcha Green Tea Powder Revenue by Region (2020-2025) & (\$ millions)

Table 41. APAC Matcha Green Tea Powder Sales by Type (2020-2025) & (Tons)

Table 42. APAC Matcha Green Tea Powder Sales by Application (2020-2025) & (Tons)

Table 43. Europe Matcha Green Tea Powder Sales by Country (2020-2025) & (Tons)

Table 44. Europe Matcha Green Tea Powder Revenue by Country (2020-2025) & (\$ millions)

Table 45. Europe Matcha Green Tea Powder Sales by Type (2020-2025) & (Tons)

Table 46. Europe Matcha Green Tea Powder Sales by Application (2020-2025) & (Tons)

Table 47. Middle East & Africa Matcha Green Tea Powder Sales by Country (2020-2025) & (Tons)
Table 48. Middle East & Africa Matcha Green Tea Powder Revenue Market Share by Country (2020-2025)
Table 49. Middle East & Africa Matcha Green Tea Powder Sales by Type (2020-2025) & (Tons)
Table 50. Middle East & Africa Matcha Green Tea Powder Sales by Application (2020-2025) & (Tons)
Table 51. Key Market Drivers & Growth Opportunities of Matcha Green Tea Powder
Table 52. Key Market Challenges & Risks of Matcha Green Tea Powder
Table 53. Key Industry Trends of Matcha Green Tea Powder
Table 54. Matcha Green Tea Powder Raw Material
Table 55. Key Suppliers of Raw Materials
Table 56. Matcha Green Tea Powder Distributors List
Table 57. Matcha Green Tea Powder Customer List
Table 58. Global Matcha Green Tea Powder Sales Forecast by Region (2026-2031) & (Tons)
Table 59. Global Matcha Green Tea Powder Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 60. Americas Matcha Green Tea Powder Sales Forecast by Country (2026-2031) & (Tons)
Table 61. Americas Matcha Green Tea Powder Annual Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 62. APAC Matcha Green Tea Powder Sales Forecast by Region (2026-2031) & (Tons)
Table 63. APAC Matcha Green Tea Powder Annual Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 64. Europe Matcha Green Tea Powder Sales Forecast by Country (2026-2031) & (Tons)
Table 65. Europe Matcha Green Tea Powder Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 66. Middle East & Africa Matcha Green Tea Powder Sales Forecast by Country (2026-2031) & (Tons)
Table 67. Middle East & Africa Matcha Green Tea Powder Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 68. Global Matcha Green Tea Powder Sales Forecast by Type (2026-2031) & (Tons)
Table 69. Global Matcha Green Tea Powder Revenue Forecast by Type (2026-2031) & (\$ millions)

Table 70. Global Matcha Green Tea Powder Sales Forecast by Application (2026-2031) & (Tons)

Table 71. Global Matcha Green Tea Powder Revenue Forecast by Application (2026-2031) & (\$ millions)

Table 72. Guizhou Tongren Guitea Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 73. Guizhou Tongren Guitea Matcha Green Tea Powder Product Portfolios and Specifications

Table 74. Guizhou Tongren Guitea Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 75. Guizhou Tongren Guitea Main Business

Table 76. Guizhou Tongren Guitea Latest Developments

Table 77. Aiya Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 78. Aiya Matcha Green Tea Powder Product Portfolios and Specifications

Table 79. Aiya Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 80. Aiya Main Business

Table 81. Aiya Latest Developments

Table 82. Marushichi Seicha Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 83. Marushichi Seicha Matcha Green Tea Powder Product Portfolios and Specifications

Table 84. Marushichi Seicha Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 85. Marushichi Seicha Main Business

Table 86. Marushichi Seicha Latest Developments

Table 87. Shaoxing Royal Tea Village Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 88. Shaoxing Royal Tea Village Matcha Green Tea Powder Product Portfolios and Specifications

Table 89. Shaoxing Royal Tea Village Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 90. Shaoxing Royal Tea Village Main Business

Table 91. Shaoxing Royal Tea Village Latest Developments

Table 92. Zhejiang Hua's Tea Industry Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 93. Zhejiang Hua's Tea Industry Matcha Green Tea Powder Product Portfolios and Specifications

Table 94. Zhejiang Hua's Tea Industry Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 95. Zhejiang Hua's Tea Industry Main Business

Table 96. Zhejiang Hua's Tea Industry Latest Developments

Table 97. Marukyu Koyamaen Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 98. Marukyu Koyamaen Matcha Green Tea Powder Product Portfolios and Specifications

Table 99. Marukyu Koyamaen Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 100. Marukyu Koyamaen Main Business

Table 101. Marukyu Koyamaen Latest Developments

Table 102. Yanoen Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 103. Yanoen Matcha Green Tea Powder Product Portfolios and Specifications

Table 104. Yanoen Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 105. Yanoen Main Business

Table 106. Yanoen Latest Developments

Table 107. DoMatcha Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 108. DoMatcha Matcha Green Tea Powder Product Portfolios and Specifications

Table 109. DoMatcha Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 110. DoMatcha Main Business

Table 111. DoMatcha Latest Developments

Table 112. Uji Matcha (Shanghai) Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 113. Uji Matcha (Shanghai) Matcha Green Tea Powder Product Portfolios and Specifications

Table 114. Uji Matcha (Shanghai) Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 115. Uji Matcha (Shanghai) Main Business

Table 116. Uji Matcha (Shanghai) Latest Developments

Table 117. AOI Seicha Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 118. AOI Seicha Matcha Green Tea Powder Product Portfolios and Specifications

Table 119. AOI Seicha Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 120. AOI Seicha Main Business

Table 121. AOI Seicha Latest Developments

Table 122. Ujinotsuyu Seicha Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 123. Ujinotsuyu Seicha Matcha Green Tea Powder Product Portfolios and Specifications

Table 124. Ujinotsuyu Seicha Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 125. Ujinotsuyu Seicha Main Business

Table 126. Ujinotsuyu Seicha Latest Developments

Table 127. Zhejiang Tea Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 128. Zhejiang Tea Matcha Green Tea Powder Product Portfolios and Specifications

Table 129. Zhejiang Tea Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 130. Zhejiang Tea Main Business

Table 131. Zhejiang Tea Latest Developments

Table 132. Horii Shichimeien Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 133. Horii Shichimeien Matcha Green Tea Powder Product Portfolios and Specifications

Table 134. Horii Shichimeien Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 135. Horii Shichimeien Main Business

Table 136. Horii Shichimeien Latest Developments

Table 137. Shandong Hongyu agricultural science and Technology Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 138. Shandong Hongyu agricultural science and Technology Matcha Green Tea Powder Product Portfolios and Specifications

Table 139. Shandong Hongyu agricultural science and Technology Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 140. Shandong Hongyu agricultural science and Technology Main Business

Table 141. Shandong Hongyu agricultural science and Technology Latest Developments

Table 142. Hubei banbingwei Tea Industry Basic Information, Matcha Green Tea Powder Manufacturing Base, Sales Area and Its Competitors

Table 143. Hubei banbingwei Tea Industry Matcha Green Tea Powder Product

Portfolios and Specifications

Table 144. Hubei banbingwei Tea Industry Matcha Green Tea Powder Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2020-2025)

Table 145. Hubei banbingwei Tea Industry Main Business

Table 146. Hubei banbingwei Tea Industry Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Picture of Matcha Green Tea Powder

Figure 2. Matcha Green Tea Powder Report Years Considered

Figure 3. Research Objectives

Figure 4. Research Methodology

Figure 5. Research Process and Data Source

Figure 6. Global Matcha Green Tea Powder Sales Growth Rate 2020-2031 (Tons)

Figure 7. Global Matcha Green Tea Powder Revenue Growth Rate 2020-2031 (\$ millions)

Figure 8. Matcha Green Tea Powder Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Figure 9. Matcha Green Tea Powder Sales Market Share by Country/Region (2024)

Figure 10. Matcha Green Tea Powder Sales Market Share by Country/Region (2020, 2024 & 2031)

Figure 11. Product Picture of Drinking-use Matcha Green Tea Powder

Figure 12. Product Picture of Additive-use Matcha Green Tea Powder

Figure 13. Global Matcha Green Tea Powder Sales Market Share by Type in 2025

Figure 14. Global Matcha Green Tea Powder Revenue Market Share by Type (2020-2025)

Figure 15. Matcha Green Tea Powder Consumed in Food and Beverages

Figure 16. Global Matcha Green Tea Powder Market: Food and Beverages (2020-2025) & (Tons)

Figure 17. Matcha Green Tea Powder Consumed in Health Care Products

Figure 18. Global Matcha Green Tea Powder Market: Health Care Products (2020-2025) & (Tons)

Figure 19. Matcha Green Tea Powder Consumed in Beauty and Skin Care Products

Figure 20. Global Matcha Green Tea Powder Market: Beauty and Skin Care Products (2020-2025) & (Tons)

Figure 21. Matcha Green Tea Powder Consumed in Others

Figure 22. Global Matcha Green Tea Powder Market: Others (2020-2025) & (Tons)

Figure 23. Global Matcha Green Tea Powder Sale Market Share by Application (2024)

Figure 24. Global Matcha Green Tea Powder Revenue Market Share by Application in 2025

Figure 25. Matcha Green Tea Powder Sales by Company in 2025 (Tons)

Figure 26. Global Matcha Green Tea Powder Sales Market Share by Company in 2025

Figure 27. Matcha Green Tea Powder Revenue by Company in 2025 (\$ millions)

Figure 28. Global Matcha Green Tea Powder Revenue Market Share by Company in 2025

Figure 29. Global Matcha Green Tea Powder Sales Market Share by Geographic Region (2020-2025)

Figure 30. Global Matcha Green Tea Powder Revenue Market Share by Geographic Region in 2025

Figure 31. Americas Matcha Green Tea Powder Sales 2020-2025 (Tons)

Figure 32. Americas Matcha Green Tea Powder Revenue 2020-2025 (\$ millions)

Figure 33. APAC Matcha Green Tea Powder Sales 2020-2025 (Tons)

Figure 34. APAC Matcha Green Tea Powder Revenue 2020-2025 (\$ millions)

Figure 35. Europe Matcha Green Tea Powder Sales 2020-2025 (Tons)

Figure 36. Europe Matcha Green Tea Powder Revenue 2020-2025 (\$ millions)

Figure 37. Middle East & Africa Matcha Green Tea Powder Sales 2020-2025 (Tons)

Figure 38. Middle East & Africa Matcha Green Tea Powder Revenue 2020-2025 (\$ millions)

Figure 39. Americas Matcha Green Tea Powder Sales Market Share by Country in 2025

Figure 40. Americas Matcha Green Tea Powder Revenue Market Share by Country (2020-2025)

Figure 41. Americas Matcha Green Tea Powder Sales Market Share by Type (2020-2025)

Figure 42. Americas Matcha Green Tea Powder Sales Market Share by Application (2020-2025)

Figure 43. United States Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

Figure 44. Canada Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

Figure 45. Mexico Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

Figure 46. Brazil Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

Figure 47. APAC Matcha Green Tea Powder Sales Market Share by Region in 2025

Figure 48. APAC Matcha Green Tea Powder Revenue Market Share by Region (2020-2025)

Figure 49. APAC Matcha Green Tea Powder Sales Market Share by Type (2020-2025)

Figure 50. APAC Matcha Green Tea Powder Sales Market Share by Application (2020-2025)

Figure 51. China Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

Figure 52. Japan Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

Figure 53. South Korea Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

Figure 54. Southeast Asia Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)

- Figure 55. India Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 56. Australia Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 57. China Taiwan Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 58. Europe Matcha Green Tea Powder Sales Market Share by Country in 2025
- Figure 59. Europe Matcha Green Tea Powder Revenue Market Share by Country (2020-2025)
- Figure 60. Europe Matcha Green Tea Powder Sales Market Share by Type (2020-2025)
- Figure 61. Europe Matcha Green Tea Powder Sales Market Share by Application (2020-2025)
- Figure 62. Germany Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 63. France Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 64. UK Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 65. Italy Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 66. Russia Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 67. Middle East & Africa Matcha Green Tea Powder Sales Market Share by Country (2020-2025)
- Figure 68. Middle East & Africa Matcha Green Tea Powder Sales Market Share by Type (2020-2025)
- Figure 69. Middle East & Africa Matcha Green Tea Powder Sales Market Share by Application (2020-2025)
- Figure 70. Egypt Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 71. South Africa Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 72. Israel Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 73. Turkey Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 74. GCC Countries Matcha Green Tea Powder Revenue Growth 2020-2025 (\$ millions)
- Figure 75. Manufacturing Cost Structure Analysis of Matcha Green Tea Powder in 2025
- Figure 76. Manufacturing Process Analysis of Matcha Green Tea Powder
- Figure 77. Industry Chain Structure of Matcha Green Tea Powder
- Figure 78. Channels of Distribution
- Figure 79. Global Matcha Green Tea Powder Sales Market Forecast by Region (2026-2031)
- Figure 80. Global Matcha Green Tea Powder Revenue Market Share Forecast by Region (2026-2031)
- Figure 81. Global Matcha Green Tea Powder Sales Market Share Forecast by Type (2026-2031)

Figure 82. Global Matcha Green Tea Powder Revenue Market Share Forecast by Type (2026-2031)

Figure 83. Global Matcha Green Tea Powder Sales Market Share Forecast by Application (2026-2031)

Figure 84. Global Matcha Green Tea Powder Revenue Market Share Forecast by Application (2026-2031)

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