

Global Matcha Products Market Growth 2023-2029

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Abstracts

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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.

LPI (LP Information)' newest research report, the "Matcha Products Industry Forecast" looks at past sales and reviews total world Matcha Products sales in 2022, providing a comprehensive analysis by region and market sector of projected Matcha Products sales for 2023 through 2029. With Matcha Products sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Matcha Products industry.

This Insight Report provides a comprehensive analysis of the global Matcha Products 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 Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Matcha Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Matcha Products 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 Products.

The global Matcha Products market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

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.

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

Market Segmentation:

Segmentation by type

Classic

Culinary

Others

Segmentation by application

Bakery & Confectionery

Dairy & Frozen Desserts

Sweet & Savory Snacks

Beverages

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 analyzing the company's coverage, product portfolio, its market penetration.

AIYA

AOI Tea Company

Ippodo Tea

Encha

TEAJA Organic

Midori Spring

ITO EN

Key Questions Addressed in this Report

What is the 10-year outlook for the global Matcha Products market?

What factors are driving Matcha Products market growth, globally and by region?

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

How do Matcha Products market opportunities vary by end market size?

How does Matcha Products break out type, application?

What are the influences of COVID-19 and Russia-Ukraine war?

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 Products Annual Sales 2018-2029
- 2.1.2 World Current & Future Analysis for Matcha Products by Geographic Region, 2018, 2022 & 2029
- 2.1.3 World Current & Future Analysis for Matcha Products by Country/Region, 2018, 2022 & 2029

2.2 Matcha Products Segment by Type

- 2.2.1 Classic
- 2.2.2 Culinary
- 2.2.3 Others

2.3 Matcha Products Sales by Type

- 2.3.1 Global Matcha Products Sales Market Share by Type (2018-2023)
- 2.3.2 Global Matcha Products Revenue and Market Share by Type (2018-2023)
- 2.3.3 Global Matcha Products Sale Price by Type (2018-2023)

2.4 Matcha Products Segment by Application

- 2.4.1 Bakery & Confectionery
- 2.4.2 Dairy & Frozen Desserts
- 2.4.3 Sweet & Savory Snacks
- 2.4.4 Beverages
- 2.4.5 Others

2.5 Matcha Products Sales by Application

- 2.5.1 Global Matcha Products Sale Market Share by Application (2018-2023)
- 2.5.2 Global Matcha Products Revenue and Market Share by Application (2018-2023)
- 2.5.3 Global Matcha Products Sale Price by Application (2018-2023)

3 GLOBAL MATCHA PRODUCTS BY COMPANY

- 3.1 Global Matcha Products Breakdown Data by Company
 - 3.1.1 Global Matcha Products Annual Sales by Company (2018-2023)
 - 3.1.2 Global Matcha Products Sales Market Share by Company (2018-2023)
- 3.2 Global Matcha Products Annual Revenue by Company (2018-2023)
 - 3.2.1 Global Matcha Products Revenue by Company (2018-2023)
 - 3.2.2 Global Matcha Products Revenue Market Share by Company (2018-2023)
- 3.3 Global Matcha Products Sale Price by Company
- 3.4 Key Manufacturers Matcha Products Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Matcha Products Product Location Distribution
 - 3.4.2 Players Matcha Products Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2018-2023)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

4 WORLD HISTORIC REVIEW FOR MATCHA PRODUCTS BY GEOGRAPHIC REGION

- 4.1 World Historic Matcha Products Market Size by Geographic Region (2018-2023)
 - 4.1.1 Global Matcha Products Annual Sales by Geographic Region (2018-2023)
 - 4.1.2 Global Matcha Products Annual Revenue by Geographic Region (2018-2023)
- 4.2 World Historic Matcha Products Market Size by Country/Region (2018-2023)
 - 4.2.1 Global Matcha Products Annual Sales by Country/Region (2018-2023)
 - 4.2.2 Global Matcha Products Annual Revenue by Country/Region (2018-2023)
- 4.3 Americas Matcha Products Sales Growth
- 4.4 APAC Matcha Products Sales Growth
- 4.5 Europe Matcha Products Sales Growth
- 4.6 Middle East & Africa Matcha Products Sales Growth

5 AMERICAS

- 5.1 Americas Matcha Products Sales by Country
 - 5.1.1 Americas Matcha Products Sales by Country (2018-2023)
 - 5.1.2 Americas Matcha Products Revenue by Country (2018-2023)

- 5.2 Americas Matcha Products Sales by Type
- 5.3 Americas Matcha Products Sales by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Matcha Products Sales by Region
 - 6.1.1 APAC Matcha Products Sales by Region (2018-2023)
 - 6.1.2 APAC Matcha Products Revenue by Region (2018-2023)
- 6.2 APAC Matcha Products Sales by Type
- 6.3 APAC Matcha Products Sales by Application
- 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 Products by Country
 - 7.1.1 Europe Matcha Products Sales by Country (2018-2023)
 - 7.1.2 Europe Matcha Products Revenue by Country (2018-2023)
- 7.2 Europe Matcha Products Sales by Type
- 7.3 Europe Matcha Products Sales by Application
- 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 Products by Country
 - 8.1.1 Middle East & Africa Matcha Products Sales by Country (2018-2023)

- 8.1.2 Middle East & Africa Matcha Products Revenue by Country (2018-2023)
- 8.2 Middle East & Africa Matcha Products Sales by Type
- 8.3 Middle East & Africa Matcha Products Sales by Application
- 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 Products
- 10.3 Manufacturing Process Analysis of Matcha Products
- 10.4 Industry Chain Structure of Matcha Products

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Matcha Products Distributors
- 11.3 Matcha Products Customer

12 WORLD FORECAST REVIEW FOR MATCHA PRODUCTS BY GEOGRAPHIC REGION

- 12.1 Global Matcha Products Market Size Forecast by Region
 - 12.1.1 Global Matcha Products Forecast by Region (2024-2029)
 - 12.1.2 Global Matcha Products Annual Revenue Forecast by Region (2024-2029)
- 12.2 Americas Forecast by Country
- 12.3 APAC Forecast by Region
- 12.4 Europe Forecast by Country

- 12.5 Middle East & Africa Forecast by Country
- 12.6 Global Matcha Products Forecast by Type
- 12.7 Global Matcha Products Forecast by Application

13 KEY PLAYERS ANALYSIS

13.1 AIYA

- 13.1.1 AIYA Company Information
- 13.1.2 AIYA Matcha Products Product Portfolios and Specifications
- 13.1.3 AIYA Matcha Products Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.1.4 AIYA Main Business Overview
- 13.1.5 AIYA Latest Developments

13.2 AOI Tea Company

- 13.2.1 AOI Tea Company Company Information
- 13.2.2 AOI Tea Company Matcha Products Product Portfolios and Specifications
- 13.2.3 AOI Tea Company Matcha Products Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.2.4 AOI Tea Company Main Business Overview
- 13.2.5 AOI Tea Company Latest Developments

13.3 Ippodo Tea

- 13.3.1 Ippodo Tea Company Information
- 13.3.2 Ippodo Tea Matcha Products Product Portfolios and Specifications
- 13.3.3 Ippodo Tea Matcha Products Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.3.4 Ippodo Tea Main Business Overview
- 13.3.5 Ippodo Tea Latest Developments

13.4 Encha

- 13.4.1 Encha Company Information
- 13.4.2 Encha Matcha Products Product Portfolios and Specifications
- 13.4.3 Encha Matcha Products Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.4.4 Encha Main Business Overview
- 13.4.5 Encha Latest Developments

13.5 TEAJA Organic

- 13.5.1 TEAJA Organic Company Information
- 13.5.2 TEAJA Organic Matcha Products Product Portfolios and Specifications
- 13.5.3 TEAJA Organic Matcha Products Sales, Revenue, Price and Gross Margin (2018-2023)
- 13.5.4 TEAJA Organic Main Business Overview
- 13.5.5 TEAJA Organic Latest Developments

13.6 Midori Spring

13.6.1 Midori Spring Company Information

13.6.2 Midori Spring Matcha Products Product Portfolios and Specifications

13.6.3 Midori Spring Matcha Products Sales, Revenue, Price and Gross Margin
(2018-2023)

13.6.4 Midori Spring Main Business Overview

13.6.5 Midori Spring Latest Developments

13.7 ITO EN

13.7.1 ITO EN Company Information

13.7.2 ITO EN Matcha Products Product Portfolios and Specifications

13.7.3 ITO EN Matcha Products Sales, Revenue, Price and Gross Margin (2018-2023)

13.7.4 ITO EN Main Business Overview

13.7.5 ITO EN Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Matcha Products Annual Sales CAGR by Geographic Region (2018, 2022 & 2029) & (\$ millions)
- Table 2. Matcha Products Annual Sales CAGR by Country/Region (2018, 2022 & 2029) & (\$ millions)
- Table 3. Major Players of Classic
- Table 4. Major Players of Culinary
- Table 5. Major Players of Others
- Table 6. Global Matcha Products Sales by Type (2018-2023) & (K MT)
- Table 7. Global Matcha Products Sales Market Share by Type (2018-2023)
- Table 8. Global Matcha Products Revenue by Type (2018-2023) & (\$ million)
- Table 9. Global Matcha Products Revenue Market Share by Type (2018-2023)
- Table 10. Global Matcha Products Sale Price by Type (2018-2023) & (USD/MT)
- Table 11. Global Matcha Products Sales by Application (2018-2023) & (K MT)
- Table 12. Global Matcha Products Sales Market Share by Application (2018-2023)
- Table 13. Global Matcha Products Revenue by Application (2018-2023)
- Table 14. Global Matcha Products Revenue Market Share by Application (2018-2023)
- Table 15. Global Matcha Products Sale Price by Application (2018-2023) & (USD/MT)
- Table 16. Global Matcha Products Sales by Company (2018-2023) & (K MT)
- Table 17. Global Matcha Products Sales Market Share by Company (2018-2023)
- Table 18. Global Matcha Products Revenue by Company (2018-2023) (\$ Millions)
- Table 19. Global Matcha Products Revenue Market Share by Company (2018-2023)
- Table 20. Global Matcha Products Sale Price by Company (2018-2023) & (USD/MT)
- Table 21. Key Manufacturers Matcha Products Producing Area Distribution and Sales Area
- Table 22. Players Matcha Products Products Offered
- Table 23. Matcha Products Concentration Ratio (CR3, CR5 and CR10) & (2018-2023)
- Table 24. New Products and Potential Entrants
- Table 25. Mergers & Acquisitions, Expansion
- Table 26. Global Matcha Products Sales by Geographic Region (2018-2023) & (K MT)
- Table 27. Global Matcha Products Sales Market Share Geographic Region (2018-2023)
- Table 28. Global Matcha Products Revenue by Geographic Region (2018-2023) & (\$ millions)
- Table 29. Global Matcha Products Revenue Market Share by Geographic Region (2018-2023)
- Table 30. Global Matcha Products Sales by Country/Region (2018-2023) & (K MT)

- Table 31. Global Matcha Products Sales Market Share by Country/Region (2018-2023)
- Table 32. Global Matcha Products Revenue by Country/Region (2018-2023) & (\$ millions)
- Table 33. Global Matcha Products Revenue Market Share by Country/Region (2018-2023)
- Table 34. Americas Matcha Products Sales by Country (2018-2023) & (K MT)
- Table 35. Americas Matcha Products Sales Market Share by Country (2018-2023)
- Table 36. Americas Matcha Products Revenue by Country (2018-2023) & (\$ Millions)
- Table 37. Americas Matcha Products Revenue Market Share by Country (2018-2023)
- Table 38. Americas Matcha Products Sales by Type (2018-2023) & (K MT)
- Table 39. Americas Matcha Products Sales by Application (2018-2023) & (K MT)
- Table 40. APAC Matcha Products Sales by Region (2018-2023) & (K MT)
- Table 41. APAC Matcha Products Sales Market Share by Region (2018-2023)
- Table 42. APAC Matcha Products Revenue by Region (2018-2023) & (\$ Millions)
- Table 43. APAC Matcha Products Revenue Market Share by Region (2018-2023)
- Table 44. APAC Matcha Products Sales by Type (2018-2023) & (K MT)
- Table 45. APAC Matcha Products Sales by Application (2018-2023) & (K MT)
- Table 46. Europe Matcha Products Sales by Country (2018-2023) & (K MT)
- Table 47. Europe Matcha Products Sales Market Share by Country (2018-2023)
- Table 48. Europe Matcha Products Revenue by Country (2018-2023) & (\$ Millions)
- Table 49. Europe Matcha Products Revenue Market Share by Country (2018-2023)
- Table 50. Europe Matcha Products Sales by Type (2018-2023) & (K MT)
- Table 51. Europe Matcha Products Sales by Application (2018-2023) & (K MT)
- Table 52. Middle East & Africa Matcha Products Sales by Country (2018-2023) & (K MT)
- Table 53. Middle East & Africa Matcha Products Sales Market Share by Country (2018-2023)
- Table 54. Middle East & Africa Matcha Products Revenue by Country (2018-2023) & (\$ Millions)
- Table 55. Middle East & Africa Matcha Products Revenue Market Share by Country (2018-2023)
- Table 56. Middle East & Africa Matcha Products Sales by Type (2018-2023) & (K MT)
- Table 57. Middle East & Africa Matcha Products Sales by Application (2018-2023) & (K MT)
- Table 58. Key Market Drivers & Growth Opportunities of Matcha Products
- Table 59. Key Market Challenges & Risks of Matcha Products
- Table 60. Key Industry Trends of Matcha Products
- Table 61. Matcha Products Raw Material
- Table 62. Key Suppliers of Raw Materials

- Table 63. Matcha Products Distributors List
- Table 64. Matcha Products Customer List
- Table 65. Global Matcha Products Sales Forecast by Region (2024-2029) & (K MT)
- Table 66. Global Matcha Products Revenue Forecast by Region (2024-2029) & (\$ millions)
- Table 67. Americas Matcha Products Sales Forecast by Country (2024-2029) & (K MT)
- Table 68. Americas Matcha Products Revenue Forecast by Country (2024-2029) & (\$ millions)
- Table 69. APAC Matcha Products Sales Forecast by Region (2024-2029) & (K MT)
- Table 70. APAC Matcha Products Revenue Forecast by Region (2024-2029) & (\$ millions)
- Table 71. Europe Matcha Products Sales Forecast by Country (2024-2029) & (K MT)
- Table 72. Europe Matcha Products Revenue Forecast by Country (2024-2029) & (\$ millions)
- Table 73. Middle East & Africa Matcha Products Sales Forecast by Country (2024-2029) & (K MT)
- Table 74. Middle East & Africa Matcha Products Revenue Forecast by Country (2024-2029) & (\$ millions)
- Table 75. Global Matcha Products Sales Forecast by Type (2024-2029) & (K MT)
- Table 76. Global Matcha Products Revenue Forecast by Type (2024-2029) & (\$ Millions)
- Table 77. Global Matcha Products Sales Forecast by Application (2024-2029) & (K MT)
- Table 78. Global Matcha Products Revenue Forecast by Application (2024-2029) & (\$ Millions)
- Table 79. AIYA Basic Information, Matcha Products Manufacturing Base, Sales Area and Its Competitors
- Table 80. AIYA Matcha Products Product Portfolios and Specifications
- Table 81. AIYA Matcha Products Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2018-2023)
- Table 82. AIYA Main Business
- Table 83. AIYA Latest Developments
- Table 84. AOI Tea Company Basic Information, Matcha Products Manufacturing Base, Sales Area and Its Competitors
- Table 85. AOI Tea Company Matcha Products Product Portfolios and Specifications
- Table 86. AOI Tea Company Matcha Products Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2018-2023)
- Table 87. AOI Tea Company Main Business
- Table 88. AOI Tea Company Latest Developments
- Table 89. Ippodo Tea Basic Information, Matcha Products Manufacturing Base, Sales

Area and Its Competitors

Table 90. Ippodo Tea Matcha Products Product Portfolios and Specifications

Table 91. Ippodo Tea Matcha Products Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2018-2023)

Table 92. Ippodo Tea Main Business

Table 93. Ippodo Tea Latest Developments

Table 94. Encha Basic Information, Matcha Products Manufacturing Base, Sales Area and Its Competitors

Table 95. Encha Matcha Products Product Portfolios and Specifications

Table 96. Encha Matcha Products Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2018-2023)

Table 97. Encha Main Business

Table 98. Encha Latest Developments

Table 99. TEAJA Organic Basic Information, Matcha Products Manufacturing Base, Sales Area and Its Competitors

Table 100. TEAJA Organic Matcha Products Product Portfolios and Specifications

Table 101. TEAJA Organic Matcha Products Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2018-2023)

Table 102. TEAJA Organic Main Business

Table 103. TEAJA Organic Latest Developments

Table 104. Midori Spring Basic Information, Matcha Products Manufacturing Base, Sales Area and Its Competitors

Table 105. Midori Spring Matcha Products Product Portfolios and Specifications

Table 106. Midori Spring Matcha Products Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2018-2023)

Table 107. Midori Spring Main Business

Table 108. Midori Spring Latest Developments

Table 109. ITO EN Basic Information, Matcha Products Manufacturing Base, Sales Area and Its Competitors

Table 110. ITO EN Matcha Products Product Portfolios and Specifications

Table 111. ITO EN Matcha Products Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2018-2023)

Table 112. ITO EN Main Business

Table 113. ITO EN Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Matcha Products
- Figure 2. Matcha Products Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Matcha Products Sales Growth Rate 2018-2029 (K MT)
- Figure 7. Global Matcha Products Revenue Growth Rate 2018-2029 (\$ Millions)
- Figure 8. Matcha Products Sales by Region (2018, 2022 & 2029) & (\$ Millions)
- Figure 9. Product Picture of Classic
- Figure 10. Product Picture of Culinary
- Figure 11. Product Picture of Others
- Figure 12. Global Matcha Products Sales Market Share by Type in 2022
- Figure 13. Global Matcha Products Revenue Market Share by Type (2018-2023)
- Figure 14. Matcha Products Consumed in Bakery & Confectionery
- Figure 15. Global Matcha Products Market: Bakery & Confectionery (2018-2023) & (K MT)
- Figure 16. Matcha Products Consumed in Dairy & Frozen Desserts
- Figure 17. Global Matcha Products Market: Dairy & Frozen Desserts (2018-2023) & (K MT)
- Figure 18. Matcha Products Consumed in Sweet & Savory Snacks
- Figure 19. Global Matcha Products Market: Sweet & Savory Snacks (2018-2023) & (K MT)
- Figure 20. Matcha Products Consumed in Beverages
- Figure 21. Global Matcha Products Market: Beverages (2018-2023) & (K MT)
- Figure 22. Matcha Products Consumed in Others
- Figure 23. Global Matcha Products Market: Others (2018-2023) & (K MT)
- Figure 24. Global Matcha Products Sales Market Share by Application (2022)
- Figure 25. Global Matcha Products Revenue Market Share by Application in 2022
- Figure 26. Matcha Products Sales Market by Company in 2022 (K MT)
- Figure 27. Global Matcha Products Sales Market Share by Company in 2022
- Figure 28. Matcha Products Revenue Market by Company in 2022 (\$ Million)
- Figure 29. Global Matcha Products Revenue Market Share by Company in 2022
- Figure 30. Global Matcha Products Sales Market Share by Geographic Region (2018-2023)
- Figure 31. Global Matcha Products Revenue Market Share by Geographic Region in

2022

- Figure 32. Americas Matcha Products Sales 2018-2023 (K MT)
- Figure 33. Americas Matcha Products Revenue 2018-2023 (\$ Millions)
- Figure 34. APAC Matcha Products Sales 2018-2023 (K MT)
- Figure 35. APAC Matcha Products Revenue 2018-2023 (\$ Millions)
- Figure 36. Europe Matcha Products Sales 2018-2023 (K MT)
- Figure 37. Europe Matcha Products Revenue 2018-2023 (\$ Millions)
- Figure 38. Middle East & Africa Matcha Products Sales 2018-2023 (K MT)
- Figure 39. Middle East & Africa Matcha Products Revenue 2018-2023 (\$ Millions)
- Figure 40. Americas Matcha Products Sales Market Share by Country in 2022
- Figure 41. Americas Matcha Products Revenue Market Share by Country in 2022
- Figure 42. Americas Matcha Products Sales Market Share by Type (2018-2023)
- Figure 43. Americas Matcha Products Sales Market Share by Application (2018-2023)
- Figure 44. United States Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 45. Canada Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 46. Mexico Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 47. Brazil Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 48. APAC Matcha Products Sales Market Share by Region in 2022
- Figure 49. APAC Matcha Products Revenue Market Share by Regions in 2022
- Figure 50. APAC Matcha Products Sales Market Share by Type (2018-2023)
- Figure 51. APAC Matcha Products Sales Market Share by Application (2018-2023)
- Figure 52. China Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 53. Japan Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 54. South Korea Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 55. Southeast Asia Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 56. India Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 57. Australia Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 58. China Taiwan Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 59. Europe Matcha Products Sales Market Share by Country in 2022
- Figure 60. Europe Matcha Products Revenue Market Share by Country in 2022
- Figure 61. Europe Matcha Products Sales Market Share by Type (2018-2023)
- Figure 62. Europe Matcha Products Sales Market Share by Application (2018-2023)
- Figure 63. Germany Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 64. France Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 65. UK Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 66. Italy Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 67. Russia Matcha Products Revenue Growth 2018-2023 (\$ Millions)
- Figure 68. Middle East & Africa Matcha Products Sales Market Share by Country in 2022

Figure 69. Middle East & Africa Matcha Products Revenue Market Share by Country in 2022

Figure 70. Middle East & Africa Matcha Products Sales Market Share by Type (2018-2023)

Figure 71. Middle East & Africa Matcha Products Sales Market Share by Application (2018-2023)

Figure 72. Egypt Matcha Products Revenue Growth 2018-2023 (\$ Millions)

Figure 73. South Africa Matcha Products Revenue Growth 2018-2023 (\$ Millions)

Figure 74. Israel Matcha Products Revenue Growth 2018-2023 (\$ Millions)

Figure 75. Turkey Matcha Products Revenue Growth 2018-2023 (\$ Millions)

Figure 76. GCC Country Matcha Products Revenue Growth 2018-2023 (\$ Millions)

Figure 77. Manufacturing Cost Structure Analysis of Matcha Products in 2022

Figure 78. Manufacturing Process Analysis of Matcha Products

Figure 79. Industry Chain Structure of Matcha Products

Figure 80. Channels of Distribution

Figure 81. Global Matcha Products Sales Market Forecast by Region (2024-2029)

Figure 82. Global Matcha Products Revenue Market Share Forecast by Region (2024-2029)

Figure 83. Global Matcha Products Sales Market Share Forecast by Type (2024-2029)

Figure 84. Global Matcha Products Revenue Market Share Forecast by Type (2024-2029)

Figure 85. Global Matcha Products Sales Market Share Forecast by Application (2024-2029)

Figure 86. Global Matcha Products Revenue Market Share Forecast by Application (2024-2029)

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