

COVID-19 Outbreak-Global Matcha Tea Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

<https://marketpublishers.com/r/C90187E07191EN.html>

Date: July 2020

Pages: 110

Price: US\$ 3,660.00 (Single User License)

ID: C90187E07191EN

Abstracts

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.

The Matcha Tea market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Matcha Tea industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Matcha Tea market can be split based on product types, major applications, and important countries as follows:

Key players in the global Matcha Tea market covered in Chapter 12:

Tata Global Beverages Ltd

The Unilever Group

Maruyama Tea corporation

AOI Seicha

Yanoen

Nestl? SA

Ujimatcha

Marukyu Koyamaen

ITO EN, LTD.

DoMatcha

ShaoXing Royal Tea

Aiya

Marushichi Seicha

In Chapter 4 and 14.1, on the basis of types, the Matcha Tea market from 2015 to 2025 is primarily split into:

Drinking-use Matcha Tea

Additive-use Matcha Tea

In Chapter 5 and 14.2, on the basis of applications, the Matcha Tea market from 2015 to 2025 covers:

Drinking Tea

Pastry

Ice Cream

Beverage

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany
UK
France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 9 and 14)
China
Japan
South Korea
Australia
India
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 10 and 14)
Saudi Arabia
UAE
Egypt
Nigeria
South Africa
Others
South America (Covered in Chapter 11 and 14)
Brazil
Argentina
Columbia
Chile
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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