

# Global Green Tea and Matcha Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Green Tea and Matcha market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Green Tea and Matcha market are covered in Chapter 9:

Unilever

Aiya Matcha

Frontier Natural Products Co-Op.

Soar Organics

Numi Organic Tea

The Coca-Cola Company

Yogi Tea  
Celestial Seasonings  
Metropolitan Tea Company  
AOI Tea Company  
Encha  
Grace Matcha  
Arizona Beverage Company

In Chapter 5 and Chapter 7.3, based on types, the Green Tea and Matcha market from 2017 to 2027 is primarily split into:

Green Tea  
Matcha

In Chapter 6 and Chapter 7.4, based on applications, the Green Tea and Matcha market from 2017 to 2027 covers:

Supermarkets and Hypermarkets  
Specialty Stores  
Convenience Stores  
Online Stores  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States  
Europe  
China  
Japan  
India  
Southeast Asia  
Latin America  
Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the

Green Tea and Matcha market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Green Tea and Matcha Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue,

gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 GREEN TEA AND MATCHA MARKET OVERVIEW

- 1.1 Product Overview and Scope of Green Tea and Matcha Market
- 1.2 Green Tea and Matcha Market Segment by Type
  - 1.2.1 Global Green Tea and Matcha Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Green Tea and Matcha Market Segment by Application
  - 1.3.1 Green Tea and Matcha Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Green Tea and Matcha Market, Region Wise (2017-2027)
  - 1.4.1 Global Green Tea and Matcha Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Green Tea and Matcha Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Green Tea and Matcha Market Status and Prospect (2017-2027)
  - 1.4.4 China Green Tea and Matcha Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Green Tea and Matcha Market Status and Prospect (2017-2027)
  - 1.4.6 India Green Tea and Matcha Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Green Tea and Matcha Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Green Tea and Matcha Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Green Tea and Matcha Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Green Tea and Matcha (2017-2027)
  - 1.5.1 Global Green Tea and Matcha Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Green Tea and Matcha Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Green Tea and Matcha Market

### 2 INDUSTRY OUTLOOK

- 2.1 Green Tea and Matcha Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
  - 2.2.4 Analysis of Brand Barrier
- 2.3 Green Tea and Matcha Market Drivers Analysis

- 2.4 Green Tea and Matcha Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Green Tea and Matcha Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Green Tea and Matcha Industry Development

### **3 GLOBAL GREEN TEA AND MATCHA MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Green Tea and Matcha Sales Volume and Share by Player (2017-2022)
- 3.2 Global Green Tea and Matcha Revenue and Market Share by Player (2017-2022)
- 3.3 Global Green Tea and Matcha Average Price by Player (2017-2022)
- 3.4 Global Green Tea and Matcha Gross Margin by Player (2017-2022)
- 3.5 Green Tea and Matcha Market Competitive Situation and Trends
  - 3.5.1 Green Tea and Matcha Market Concentration Rate
  - 3.5.2 Green Tea and Matcha Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL GREEN TEA AND MATCHA SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Green Tea and Matcha Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Green Tea and Matcha Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Green Tea and Matcha Market Under COVID-19
- 4.5 Europe Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.5.1 Europe Green Tea and Matcha Market Under COVID-19
- 4.6 China Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Green Tea and Matcha Market Under COVID-19
- 4.7 Japan Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)

- 4.7.1 Japan Green Tea and Matcha Market Under COVID-19
- 4.8 India Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.8.1 India Green Tea and Matcha Market Under COVID-19
- 4.9 Southeast Asia Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.9.1 Southeast Asia Green Tea and Matcha Market Under COVID-19
- 4.10 Latin America Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.10.1 Latin America Green Tea and Matcha Market Under COVID-19
- 4.11 Middle East and Africa Green Tea and Matcha Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.11.1 Middle East and Africa Green Tea and Matcha Market Under COVID-19

## **5 GLOBAL GREEN TEA AND MATCHA SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

- 5.1 Global Green Tea and Matcha Sales Volume and Market Share by Type (2017-2022)
- 5.2 Global Green Tea and Matcha Revenue and Market Share by Type (2017-2022)
- 5.3 Global Green Tea and Matcha Price by Type (2017-2022)
- 5.4 Global Green Tea and Matcha Sales Volume, Revenue and Growth Rate by Type (2017-2022)
  - 5.4.1 Global Green Tea and Matcha Sales Volume, Revenue and Growth Rate of Green Tea (2017-2022)
  - 5.4.2 Global Green Tea and Matcha Sales Volume, Revenue and Growth Rate of Matcha (2017-2022)

## **6 GLOBAL GREEN TEA AND MATCHA MARKET ANALYSIS BY APPLICATION**

- 6.1 Global Green Tea and Matcha Consumption and Market Share by Application (2017-2022)
- 6.2 Global Green Tea and Matcha Consumption Revenue and Market Share by Application (2017-2022)
- 6.3 Global Green Tea and Matcha Consumption and Growth Rate by Application (2017-2022)
  - 6.3.1 Global Green Tea and Matcha Consumption and Growth Rate of Supermarkets and Hypermarkets (2017-2022)
  - 6.3.2 Global Green Tea and Matcha Consumption and Growth Rate of Specialty



Stores (2017-2022)

6.3.3 Global Green Tea and Matcha Consumption and Growth Rate of Convenience Stores (2017-2022)

6.3.4 Global Green Tea and Matcha Consumption and Growth Rate of Online Stores (2017-2022)

6.3.5 Global Green Tea and Matcha Consumption and Growth Rate of Others (2017-2022)

## **7 GLOBAL GREEN TEA AND MATCHA MARKET FORECAST (2022-2027)**

7.1 Global Green Tea and Matcha Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Green Tea and Matcha Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Green Tea and Matcha Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Green Tea and Matcha Price and Trend Forecast (2022-2027)

7.2 Global Green Tea and Matcha Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Green Tea and Matcha Sales Volume and Revenue Forecast (2022-2027)

7.3 Global Green Tea and Matcha Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Green Tea and Matcha Revenue and Growth Rate of Green Tea (2022-2027)

7.3.2 Global Green Tea and Matcha Revenue and Growth Rate of Matcha (2022-2027)

7.4 Global Green Tea and Matcha Consumption Forecast by Application (2022-2027)

7.4.1 Global Green Tea and Matcha Consumption Value and Growth Rate of Supermarkets and Hypermarkets(2022-2027)

7.4.2 Global Green Tea and Matcha Consumption Value and Growth Rate of Specialty Stores(2022-2027)

7.4.3 Global Green Tea and Matcha Consumption Value and Growth Rate of Convenience Stores(2022-2027)

7.4.4 Global Green Tea and Matcha Consumption Value and Growth Rate of Online Stores(2022-2027)

7.4.5 Global Green Tea and Matcha Consumption Value and Growth Rate of Others(2022-2027)

7.5 Green Tea and Matcha Market Forecast Under COVID-19

## **8 GREEN TEA AND MATCHA MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Green Tea and Matcha Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Green Tea and Matcha Analysis

8.6 Major Downstream Buyers of Green Tea and Matcha Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Green Tea and Matcha Industry

## **9 PLAYERS PROFILES**

9.1 Unilever

9.1.1 Unilever Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Green Tea and Matcha Product Profiles, Application and Specification

9.1.3 Unilever Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Aiya Matcha

9.2.1 Aiya Matcha Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Green Tea and Matcha Product Profiles, Application and Specification

9.2.3 Aiya Matcha Market Performance (2017-2022)

9.2.4 Recent Development

- 9.2.5 SWOT Analysis
- 9.3 Frontier Natural Products Co-Op.
  - 9.3.1 Frontier Natural Products Co-Op. Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.3.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.3.3 Frontier Natural Products Co-Op. Market Performance (2017-2022)
  - 9.3.4 Recent Development
  - 9.3.5 SWOT Analysis
- 9.4 Soar Organics
  - 9.4.1 Soar Organics Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.4.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.4.3 Soar Organics Market Performance (2017-2022)
  - 9.4.4 Recent Development
  - 9.4.5 SWOT Analysis
- 9.5 Numi Organic Tea
  - 9.5.1 Numi Organic Tea Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.5.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.5.3 Numi Organic Tea Market Performance (2017-2022)
  - 9.5.4 Recent Development
  - 9.5.5 SWOT Analysis
- 9.6 The Coca-Cola Company
  - 9.6.1 The Coca-Cola Company Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.6.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.6.3 The Coca-Cola Company Market Performance (2017-2022)
  - 9.6.4 Recent Development
  - 9.6.5 SWOT Analysis
- 9.7 Yogi Tea
  - 9.7.1 Yogi Tea Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.7.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.7.3 Yogi Tea Market Performance (2017-2022)
  - 9.7.4 Recent Development
  - 9.7.5 SWOT Analysis
- 9.8 Celestial Seasonings
  - 9.8.1 Celestial Seasonings Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.8.2 Green Tea and Matcha Product Profiles, Application and Specification

- 9.8.3 Celestial Seasonings Market Performance (2017-2022)
- 9.8.4 Recent Development
- 9.8.5 SWOT Analysis
- 9.9 Metropolitan Tea Company
  - 9.9.1 Metropolitan Tea Company Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.9.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.9.3 Metropolitan Tea Company Market Performance (2017-2022)
  - 9.9.4 Recent Development
  - 9.9.5 SWOT Analysis
- 9.10 AOI Tea Company
  - 9.10.1 AOI Tea Company Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.10.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.10.3 AOI Tea Company Market Performance (2017-2022)
  - 9.10.4 Recent Development
  - 9.10.5 SWOT Analysis
- 9.11 Encha
  - 9.11.1 Encha Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.11.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.11.3 Encha Market Performance (2017-2022)
  - 9.11.4 Recent Development
  - 9.11.5 SWOT Analysis
- 9.12 Grace Matcha
  - 9.12.1 Grace Matcha Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.12.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.12.3 Grace Matcha Market Performance (2017-2022)
  - 9.12.4 Recent Development
  - 9.12.5 SWOT Analysis
- 9.13 Arizona Beverage Company
  - 9.13.1 Arizona Beverage Company Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.13.2 Green Tea and Matcha Product Profiles, Application and Specification
  - 9.13.3 Arizona Beverage Company Market Performance (2017-2022)
  - 9.13.4 Recent Development
  - 9.13.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Green Tea and Matcha Product Picture

Table Global Green Tea and Matcha Market Sales Volume and CAGR (%) Comparison by Type

Table Green Tea and Matcha Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Green Tea and Matcha Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Green Tea and Matcha Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Green Tea and Matcha Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Green Tea and Matcha Industry Development

Table Global Green Tea and Matcha Sales Volume by Player (2017-2022)

Table Global Green Tea and Matcha Sales Volume Share by Player (2017-2022)

Figure Global Green Tea and Matcha Sales Volume Share by Player in 2021

Table Green Tea and Matcha Revenue (Million USD) by Player (2017-2022)

Table Green Tea and Matcha Revenue Market Share by Player (2017-2022)

Table Green Tea and Matcha Price by Player (2017-2022)

Table Green Tea and Matcha Gross Margin by Player (2017-2022)  
Table Mergers & Acquisitions, Expansion Plans  
Table Global Green Tea and Matcha Sales Volume, Region Wise (2017-2022)  
Table Global Green Tea and Matcha Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Green Tea and Matcha Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Green Tea and Matcha Sales Volume Market Share, Region Wise in 2021  
Table Global Green Tea and Matcha Revenue (Million USD), Region Wise (2017-2022)  
Table Global Green Tea and Matcha Revenue Market Share, Region Wise (2017-2022)  
Figure Global Green Tea and Matcha Revenue Market Share, Region Wise (2017-2022)  
Figure Global Green Tea and Matcha Revenue Market Share, Region Wise in 2021  
Table Global Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table United States Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Europe Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table China Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Japan Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table India Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Southeast Asia Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Latin America Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Middle East and Africa Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Global Green Tea and Matcha Sales Volume by Type (2017-2022)  
Table Global Green Tea and Matcha Sales Volume Market Share by Type (2017-2022)  
Figure Global Green Tea and Matcha Sales Volume Market Share by Type in 2021  
Table Global Green Tea and Matcha Revenue (Million USD) by Type (2017-2022)  
Table Global Green Tea and Matcha Revenue Market Share by Type (2017-2022)  
Figure Global Green Tea and Matcha Revenue Market Share by Type in 2021  
Table Green Tea and Matcha Price by Type (2017-2022)



Figure Global Green Tea and Matcha Sales Volume and Growth Rate of Green Tea (2017-2022)

Figure Global Green Tea and Matcha Revenue (Million USD) and Growth Rate of Green Tea (2017-2022)

Figure Global Green Tea and Matcha Sales Volume and Growth Rate of Matcha (2017-2022)

Figure Global Green Tea and Matcha Revenue (Million USD) and Growth Rate of Matcha (2017-2022)

Table Global Green Tea and Matcha Consumption by Application (2017-2022)

Table Global Green Tea and Matcha Consumption Market Share by Application (2017-2022)

Table Global Green Tea and Matcha Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Green Tea and Matcha Consumption Revenue Market Share by Application (2017-2022)

Table Global Green Tea and Matcha Consumption and Growth Rate of Supermarkets and Hypermarkets (2017-2022)

Table Global Green Tea and Matcha Consumption and Growth Rate of Specialty Stores (2017-2022)

Table Global Green Tea and Matcha Consumption and Growth Rate of Convenience Stores (2017-2022)

Table Global Green Tea and Matcha Consumption and Growth Rate of Online Stores (2017-2022)

Table Global Green Tea and Matcha Consumption and Growth Rate of Others (2017-2022)

Figure Global Green Tea and Matcha Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Green Tea and Matcha Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Green Tea and Matcha Price and Trend Forecast (2022-2027)

Figure USA Green Tea and Matcha Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Green Tea and Matcha Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Green Tea and Matcha Market Sales Volume and Growth Rate Forecast



Analysis (2022-2027)

Figure China Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Green Tea and Matcha Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Green Tea and Matcha Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Green Tea and Matcha Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Green Tea and Matcha Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Green Tea and Matcha Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Green Tea and Matcha Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Green Tea and Matcha Market Sales Volume Forecast, by Type

Table Global Green Tea and Matcha Sales Volume Market Share Forecast, by Type

Table Global Green Tea and Matcha Market Revenue (Million USD) Forecast, by Type

Table Global Green Tea and Matcha Revenue Market Share Forecast, by Type

Table Global Green Tea and Matcha Price Forecast, by Type

Figure Global Green Tea and Matcha Revenue (Million USD) and Growth Rate of Green Tea (2022-2027)

Figure Global Green Tea and Matcha Revenue (Million USD) and Growth Rate of Green Tea (2022-2027)

Figure Global Green Tea and Matcha Revenue (Million USD) and Growth Rate of Matcha (2022-2027)

Figure Global Green Tea and Matcha Revenue (Million USD) and Growth Rate of Matcha (2022-2027)

Table Global Green Tea and Matcha Market Consumption Forecast, by Application

Table Global Green Tea and Matcha Consumption Market Share Forecast, by Application

Table Global Green Tea and Matcha Market Revenue (Million USD) Forecast, by Application

Table Global Green Tea and Matcha Revenue Market Share Forecast, by Application

Figure Global Green Tea and Matcha Consumption Value (Million USD) and Growth Rate of Supermarkets and Hypermarkets (2022-2027)

Figure Global Green Tea and Matcha Consumption Value (Million USD) and Growth Rate of Specialty Stores (2022-2027)

Figure Global Green Tea and Matcha Consumption Value (Million USD) and Growth Rate of Convenience Stores (2022-2027)

Figure Global Green Tea and Matcha Consumption Value (Million USD) and Growth Rate of Online Stores (2022-2027)

Figure Global Green Tea and Matcha Consumption Value (Million USD) and Growth Rate of Others (2022-2027)

Figure Green Tea and Matcha Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Unilever Profile

Table Unilever Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Unilever Green Tea and Matcha Sales Volume and Growth Rate

Figure Unilever Revenue (Million USD) Market Share 2017-2022

Table Aiya Matcha Profile

Table Aiya Matcha Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Aiya Matcha Green Tea and Matcha Sales Volume and Growth Rate

Figure Aiya Matcha Revenue (Million USD) Market Share 2017-2022

Table Frontier Natural Products Co-Op. Profile

Table Frontier Natural Products Co-Op. Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Frontier Natural Products Co-Op. Green Tea and Matcha Sales Volume and Growth Rate

Figure Frontier Natural Products Co-Op. Revenue (Million USD) Market Share 2017-2022

Table Soar Organics Profile

Table Soar Organics Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Soar Organics Green Tea and Matcha Sales Volume and Growth Rate

Figure Soar Organics Revenue (Million USD) Market Share 2017-2022

Table Numi Organic Tea Profile

Table Numi Organic Tea Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Numi Organic Tea Green Tea and Matcha Sales Volume and Growth Rate

Figure Numi Organic Tea Revenue (Million USD) Market Share 2017-2022

Table The Coca-Cola Company Profile

Table The Coca-Cola Company Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure The Coca-Cola Company Green Tea and Matcha Sales Volume and Growth Rate

Figure The Coca-Cola Company Revenue (Million USD) Market Share 2017-2022

Table Yogi Tea Profile

Table Yogi Tea Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Yogi Tea Green Tea and Matcha Sales Volume and Growth Rate

Figure Yogi Tea Revenue (Million USD) Market Share 2017-2022

Table Celestial Seasonings Profile

Table Celestial Seasonings Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Celestial Seasonings Green Tea and Matcha Sales Volume and Growth Rate

Figure Celestial Seasonings Revenue (Million USD) Market Share 2017-2022

Table Metropolitan Tea Company Profile

Table Metropolitan Tea Company Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Metropolitan Tea Company Green Tea and Matcha Sales Volume and Growth Rate

Figure Metropolitan Tea Company Revenue (Million USD) Market Share 2017-2022

Table AOI Tea Company Profile

Table AOI Tea Company Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure AOI Tea Company Green Tea and Matcha Sales Volume and Growth Rate

Figure AOI Tea Company Revenue (Million USD) Market Share 2017-2022

Table Encha Profile

Table Encha Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Encha Green Tea and Matcha Sales Volume and Growth Rate

Figure Encha Revenue (Million USD) Market Share 2017-2022

Table Grace Matcha Profile

Table Grace Matcha Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Grace Matcha Green Tea and Matcha Sales Volume and Growth Rate

Figure Grace Matcha Revenue (Million USD) Market Share 2017-2022

Table Arizona Beverage Company Profile

Table Arizona Beverage Company Green Tea and Matcha Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Arizona Beverage Company Green Tea and Matcha Sales Volume and Growth Rate

Figure Arizona Beverage Company Revenue (Million USD) Market Share 2017-2022

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