

# Matcha Green Tea Powder-China Market Status and Trend Report 2013-2023

https://marketpublishers.com/r/M5418CA1A98EN.html

Date: February 2018

Pages: 149

Price: US\$ 2,980.00 (Single User License)

ID: M5418CA1A98EN

### **Abstracts**

#### **Report Summary**

Matcha Green Tea Powder-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Matcha Green Tea Powder industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Matcha Green Tea Powder 2013-2017, and development forecast 2018-2023

Main market players of Matcha Green Tea Powder in China, with company and product introduction, position in the Matcha Green Tea Powder market

Market status and development trend of Matcha Green Tea Powder by types and applications

Cost and profit status of Matcha Green Tea Powder, and marketing status Market growth drivers and challenges

The report segments the China Matcha Green Tea Powder market as:

China Matcha Green Tea Powder Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China Northeast China East China Central & South China



# Southwest China Northwest China

China Matcha Green Tea Powder Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Drinking-use Matcha Green Tea Powder Additive-use Matcha Green Tea Powder

China Matcha Green Tea Powder Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Drinking Tea Pastry Ice Cream Beverage

China Matcha Green Tea Powder Market: Players Segment Analysis (Company and Product introduction, Matcha Green Tea Powder Sales Volume, Revenue, Price and Gross Margin):

Aiya
Marushichi Seicha
ShaoXing Royal Tea
Marukyu Koyamaen
ujimatcha
Yanoen
AOI Seicha
DoMatcha

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.



#### **Contents**

#### **CHAPTER 1 OVERVIEW OF MATCHA GREEN TEA POWDER**

- 1.1 Definition of Matcha Green Tea Powder in This Report
- 1.2 Commercial Types of Matcha Green Tea Powder
  - 1.2.1 Drinking-use Matcha Green Tea Powder
- 1.2.2 Additive-use Matcha Green Tea Powder
- 1.3 Downstream Application of Matcha Green Tea Powder
  - 1.3.1 Drinking Tea
  - 1.3.2 Pastry
- 1.3.3 Ice Cream
- 1.3.4 Beverage
- 1.4 Development History of Matcha Green Tea Powder
- 1.5 Market Status and Trend of Matcha Green Tea Powder 2013-2023
  - 1.5.1 China Matcha Green Tea Powder Market Status and Trend 2013-2023
- 1.5.2 Regional Matcha Green Tea Powder Market Status and Trend 2013-2023

#### CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Matcha Green Tea Powder in China 2013-2017
- 2.2 Consumption Market of Matcha Green Tea Powder in China by Regions
  - 2.2.1 Consumption Volume of Matcha Green Tea Powder in China by Regions
- 2.2.2 Revenue of Matcha Green Tea Powder in China by Regions
- 2.3 Market Analysis of Matcha Green Tea Powder in China by Regions
  - 2.3.1 Market Analysis of Matcha Green Tea Powder in North China 2013-2017
  - 2.3.2 Market Analysis of Matcha Green Tea Powder in Northeast China 2013-2017
  - 2.3.3 Market Analysis of Matcha Green Tea Powder in East China 2013-2017
- 2.3.4 Market Analysis of Matcha Green Tea Powder in Central & South China 2013-2017
  - 2.3.5 Market Analysis of Matcha Green Tea Powder in Southwest China 2013-2017
- 2.3.6 Market Analysis of Matcha Green Tea Powder in Northwest China 2013-2017
- 2.4 Market Development Forecast of Matcha Green Tea Powder in China 2018-2023
  - 2.4.1 Market Development Forecast of Matcha Green Tea Powder in China 2018-2023
- 2.4.2 Market Development Forecast of Matcha Green Tea Powder by Regions 2018-2023

#### **CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES**



- 3.1 Whole China Market Status by Types
  - 3.1.1 Consumption Volume of Matcha Green Tea Powder in China by Types
  - 3.1.2 Revenue of Matcha Green Tea Powder in China by Types
- 3.2 China Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in North China
  - 3.2.2 Market Status by Types in Northeast China
  - 3.2.3 Market Status by Types in East China
  - 3.2.4 Market Status by Types in Central & South China
  - 3.2.5 Market Status by Types in Southwest China
  - 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Matcha Green Tea Powder in China by Types

# CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Matcha Green Tea Powder in China by Downstream Industry
- 4.2 Demand Volume of Matcha Green Tea Powder by Downstream Industry in Major Countries
- 4.2.1 Demand Volume of Matcha Green Tea Powder by Downstream Industry in North China
- 4.2.2 Demand Volume of Matcha Green Tea Powder by Downstream Industry in Northeast China
- 4.2.3 Demand Volume of Matcha Green Tea Powder by Downstream Industry in East China
- 4.2.4 Demand Volume of Matcha Green Tea Powder by Downstream Industry in Central & South China
- 4.2.5 Demand Volume of Matcha Green Tea Powder by Downstream Industry in Southwest China
- 4.2.6 Demand Volume of Matcha Green Tea Powder by Downstream Industry in Northwest China
- 4.3 Market Forecast of Matcha Green Tea Powder in China by Downstream Industry

# CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF MATCHA GREEN TEA POWDER

- 5.1 China Economy Situation and Trend Overview
- 5.2 Matcha Green Tea Powder Downstream Industry Situation and Trend Overview

### CHAPTER 6 MATCHA GREEN TEA POWDER MARKET COMPETITION STATUS BY



#### **MAJOR PLAYERS IN CHINA**

- 6.1 Sales Volume of Matcha Green Tea Powder in China by Major Players
- 6.2 Revenue of Matcha Green Tea Powder in China by Major Players
- 6.3 Basic Information of Matcha Green Tea Powder by Major Players
- 6.3.1 Headquarters Location and Established Time of Matcha Green Tea Powder Major Players
- 6.3.2 Employees and Revenue Level of Matcha Green Tea Powder Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

# CHAPTER 7 MATCHA GREEN TEA POWDER MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Aiya
  - 7.1.1 Company profile
  - 7.1.2 Representative Matcha Green Tea Powder Product
  - 7.1.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of Aiya
- 7.2 Marushichi Seicha
  - 7.2.1 Company profile
  - 7.2.2 Representative Matcha Green Tea Powder Product
- 7.2.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of Marushichi Seicha
- 7.3 ShaoXing Royal Tea
  - 7.3.1 Company profile
  - 7.3.2 Representative Matcha Green Tea Powder Product
- 7.3.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of ShaoXing Royal Tea
- 7.4 Marukyu Koyamaen
  - 7.4.1 Company profile
  - 7.4.2 Representative Matcha Green Tea Powder Product
- 7.4.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of Marukyu Koyamaen
- 7.5 ujimatcha
  - 7.5.1 Company profile
  - 7.5.2 Representative Matcha Green Tea Powder Product
  - 7.5.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of



#### ujimatcha

- 7.6 Yanoen
  - 7.6.1 Company profile
  - 7.6.2 Representative Matcha Green Tea Powder Product
- 7.6.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of Yanoen
- 7.7 AOI Seicha
  - 7.7.1 Company profile
  - 7.7.2 Representative Matcha Green Tea Powder Product
- 7.7.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of AOI Seicha
- 7.8 DoMatcha
- 7.8.1 Company profile
- 7.8.2 Representative Matcha Green Tea Powder Product
- 7.8.3 Matcha Green Tea Powder Sales, Revenue, Price and Gross Margin of DoMatcha

## CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF MATCHA GREEN TEA POWDER

- 8.1 Industry Chain of Matcha Green Tea Powder
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF MATCHA GREEN TEA POWDER

- 9.1 Cost Structure Analysis of Matcha Green Tea Powder
- 9.2 Raw Materials Cost Analysis of Matcha Green Tea Powder
- 9.3 Labor Cost Analysis of Matcha Green Tea Powder
- 9.4 Manufacturing Expenses Analysis of Matcha Green Tea Powder

# CHAPTER 10 MARKETING STATUS ANALYSIS OF MATCHA GREEN TEA POWDER

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning



- 10.2.1 Pricing Strategy
- 10.2.2 Brand Strategy
- 10.2.3 Target Client
- 10.3 Distributors/Traders List

#### **CHAPTER 11 REPORT CONCLUSION**

#### **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference



#### I would like to order

Product name: Matcha Green Tea Powder-China Market Status and Trend Report 2013-2023

Product link: https://marketpublishers.com/r/M5418CA1A98EN.html

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

# **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/M5418CA1A98EN.html">https://marketpublishers.com/r/M5418CA1A98EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970