

# 2021 Matcha Market - Size, Share, COVID Impact Analysis and Forecast to 2027

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## Abstracts

2021 Matcha Market - Size, Share, COVID Impact Analysis and Forecast to 2027 – is comprehensive research with in-depth data and contemporary analysis of Matcha Market at a global, regional and key country level, split by different sub-segments of the industry.

Matcha Market is quickly reaching its pre-COVID levels and a healthy growth rate is expected over the forecast period driven by the V-shaped recovery in most of the developing nations.

Key strategies of companies operating in Matcha Market Industry are identified as showcasing their contactless manufacturing and delivery methods, highlighting USP statements, focus on product packaging, and increased the presence of products on online platforms.

The food industry is set to experience a few changes in 2021 due to the increased consciousness of consumers in selecting food. This inclination towards sustainable, regenerative, plant-based food and demand for foods and beverages with immunity-boosting ingredients is driving the demand for these products and their constituents. Do It Yourself (DIY) trend has seen huge momentum during Corona times and is expected to continue in 2021.

Considering the rapidly changing market landscape, companies are changing their perspectives on expanding beyond traditional markets. In addition to focusing on widening applications, introducing new product portfolios, most food and beverage companies are planning to capture domestic and international markets.

Fast pace recovery of developing economies leading to increased disposable income will support the Matcha Market demand between 2021 and 2027.

Lockdowns across the globe in 2020 and continuing restrictions in 2021 disrupted the supply chain posing challenges for manufactures in the Matcha Market. Intense competition, pricing issues, and shifting consumer preferences will continue to put pressure on vendors' profit margins.

#### Report Description-

The report- '2021 Matcha Market - Size, Share, COVID Impact Analysis and Forecast to 2027' presents growth projections in the Matcha Market between 2021 and 2027 for companies operating across different types, applications, and end-user verticals.

Short-term and long-term trends affecting the market landscape are included in the research. Further, market drivers, restraints, and potential opportunities are also provided in the report.

The Matcha report computes the 2020 market value in revenue terms based on the average Matcha prices and sales/revenue models of key companies operating in the Matcha Market Industry. The study forecasts the market size to 2027 for different types of Matcha and provides respective market share and growth rates.

The study discusses technological innovations and the potential shift in demand among various products in the Matcha Market, over the forecast period. The leading five companies in the Matcha Market Industry together with their products, key strategies, and comparisons are provided.

The Matcha Market size, share, and outlook across different types and applications are provided at geographic levels of North America, Asia Pacific, Europe, Middle East Africa, South and Central America. Further, country-level Matcha Market value is also provided.

All recent developments in Matcha Market Industry including mergers, acquisitions, contract awards, licenses, product launches, and expansion plans are included in the report.

Base Year- 2020; Forecast period: 2021- 2027

Publication frequency- Every six months

Research Methodology- Data triangulation with top-down and Bottom-up approach are used for market size

#### Scope of the Report -

Global Matcha Market Industry size, 2020- 2027

Market trends, drivers, restraints, and opportunities

Porter's Five forces analysis

Types of Matcha, 2020-2027

Matcha applications and end-user verticals market size, 2020- 2027

Matcha Market size across countries, 2020- 2027

5 leading companies in the industry- overview, key strategies, financials, and products

Latest market news and developments

#### Additional support -

All the data presented in tables and charts of the report is provided in a separate Excel document

Print authentication extended

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3 months of analyst support

## Contents

### **1. TABLE OF CONTENTS**

- 1.1 List of Tables
- 1.2 List of Figures

### **2. MATCHA MARKET LATEST TRENDS, DRIVERS AND CHALLENGES, 2020 - 2027**

- 2.1 Matcha Market Overview
- 2.2 Post COVID Strategies of Leading Matcha Companies
- 2.3 Matcha Market Insights, 2021- 2027
  - 2.3.1 Leading Matcha types, 2021- 2027
  - 2.3.2 Leading Matcha End-User industries, 2021- 2027
  - 2.3.3 Fast-Growing countries for Matcha sales, 2021- 2027
- 2.4 Matcha Market Drivers and Restraints
  - 2.4.1 Matcha Demand Drivers to 2027
  - 2.4.2 Matcha Challenges to 2027
- 2.5 Matcha Market- Five Forces Analysis
  - 2.5.1 Matcha Industry Attractiveness Index, 2020
  - 2.5.2 Threat of New Entrants
  - 2.5.3 Bargaining Power of Suppliers
  - 2.5.4 Bargaining Power of Buyers
  - 2.5.5 Intensity of Competitive Rivalry
  - 2.5.6 Threat of Substitutes

### **3. GLOBAL MATCHA MARKET VALUE, MARKET SHARE, AND FORECAST TO 2027**

- 3.1 Global Matcha Market Overview, 2020
- 3.2 Global Matcha Market Revenue and Forecast, 2021- 2027 (US\$ Million)
- 3.3 Global Matcha Market Size and Share Outlook by Type, 2021- 2027
- 3.4 Global Matcha Market Size and Share Outlook by End-User, 2021- 2027
- 3.5 Global Matcha Market Size and Share Outlook by Region, 2021- 2027

### **4. ASIA PACIFIC MATCHA MARKET VALUE, MARKET SHARE AND FORECAST TO 2027**

- 4.1 Asia Pacific Matcha Market Overview, 2020
- 4.2 Asia Pacific Matcha Market Revenue and Forecast, 2021- 2027 (US\$ Million)
- 4.3 Asia Pacific Matcha Market Size and Share Outlook by Type, 2021- 2027
- 4.4 Asia Pacific Matcha Market Size and Share Outlook by End-User, 2021- 2027
- 4.5 Asia Pacific Matcha Market Size and Share Outlook by Country, 2021- 2027
- 4.6 Key Companies in Asia Pacific Matcha Market

## **5. EUROPE MATCHA MARKET VALUE, MARKET SHARE, AND FORECAST TO 2027**

- 5.1 Europe Matcha Market Overview, 2020
- 5.2 Europe Matcha Market Revenue and Forecast, 2021- 2027 (US\$ Million)
- 5.3 Europe Matcha Market Size and Share Outlook by Type, 2021- 2027
- 5.4 Europe Matcha Market Size and Share Outlook by End-User, 2021- 2027
- 5.5 Europe Matcha Market Size and Share Outlook by Country, 2021- 2027
- 5.6 Key Companies in Europe Matcha Market

## **6. NORTH AMERICA MATCHA MARKET VALUE, MARKET SHARE AND FORECAST TO 2027**

- 6.1 North America Matcha Market Overview, 2020
- 6.2 North America Matcha Market Revenue and Forecast, 2021- 2027 (US\$ Million)
- 6.3 North America Matcha Market Size and Share Outlook by Type, 2021- 2027
- 6.4 North America Matcha Market Size and Share Outlook by End-User, 2021- 2027
- 6.5 North America Matcha Market Size and Share Outlook by Country, 2021- 2027
- 6.6 Key Companies in North America Matcha Market

## **7. SOUTH AND CENTRAL AMERICA MATCHA MARKET VALUE, MARKET SHARE AND FORECAST TO 2027**

- 7.1 South and Central America Matcha Market Overview, 2020
- 7.2 South and Central America Matcha Market Revenue and Forecast, 2021- 2027 (US\$ Million)
- 7.3 South and Central America Matcha Market Size and Share Outlook by Type, 2021- 2027
- 7.4 South and Central America Matcha Market Size and Share Outlook by End-User, 2021- 2027
- 7.5 South and Central America Matcha Market Size and Share Outlook by Country, 2021- 2027

## 7.6 Key Companies in South and Central America Matcha Market

## **8. MIDDLE EAST AFRICA MATCHA MARKET VALUE, MARKET SHARE AND FORECAST TO 2027**

### 8.1 Middle East Africa Matcha Market Overview, 2020

### 8.2 Middle East and Africa Matcha Market Revenue and Forecast, 2021- 2027 (US\$ Million)

### 8.3 Middle East Africa Matcha Market Size and Share Outlook by Type, 2021- 2027

### 8.4 Middle East Africa Matcha Market Size and Share Outlook by End-User, 2021- 2027

### 8.5 Middle East Africa Matcha Market Size and Share Outlook by Country, 2021- 2027

### 8.6 Key Companies in Middle East Africa Matcha Market

## **9. MATCHA MARKET STRUCTURE**

### 9.1 Key Players

### 9.2 Matcha Companies - Key Strategies and Financial Analysis

#### 9.2.1 Snapshot

#### 9.2.3 Business Description

#### 9.2.4 Products and Services

#### 9.2.5 Financial Analysis

## **10. MATCHA INDUSTRY RECENT DEVELOPMENTS**

## **11 APPENDIX**

### 11.1 Publisher Expertise

### 11.2 Research Methodology

### 11.3 Annual Subscription Plans

### 11.4 Contact Information

The report will be updated to the latest month and delivered in two working days after order confirmation.

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