

# **Matcha Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Regular Tea, Flavored Tea), By Form (Powder, Liquid), By Nature (Conventional, Organic), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Convenience Stores, Online, Others) By Region, By Competition, 2019-2029F**

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## **Abstracts**

Global Matcha Market was valued at USD 4.09 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 9.51% through 2029. The global matcha market has experienced substantial growth in recent years, driven by increasing consumer awareness of its health benefits and rising demand for unique and premium tea varieties. Matcha, a finely ground powder of specially grown and processed green tea leaves, has gained popularity worldwide due to its rich flavor, vibrant green color, and perceived health advantages.

Factors such as the growing interest in traditional tea ceremonies, the rise of wellness trends, and the preference for natural and organic products have contributed to the expansion of the matcha market. The antioxidant properties of matcha, along with its potential to boost metabolism and provide a sustained energy release, have positioned it as a favored choice among health-conscious consumers.

Asia-Pacific, particularly Japan and China, remains a key contributor to the global matcha market, given its cultural significance and historical association with tea consumption. However, North America and Europe have witnessed a surge in matcha consumption, with a growing number of cafes, specialty tea shops, and health-conscious consumers incorporating matcha into various culinary applications. The

market is characterized by a diverse product range, including matcha-infused beverages, snacks, desserts, and even beauty products, reflecting the versatility of this powdered green tea. As the trend towards healthier lifestyles persists, the global matcha market is poised for continued expansion and innovation.

## Key Market Drivers

### Rising Health Awareness and Wellness Trends

One of the primary drivers behind the growing popularity of matcha is the increasing global focus on health and wellness. Matcha is renowned for its numerous health benefits, making it an attractive choice for consumers seeking functional and nutritious beverage options. Unlike traditional green tea, where the leaves are steeped and discarded, matcha involves consuming the whole ground tea leaves, providing a concentrated source of antioxidants, vitamins, and minerals.

Matcha is particularly rich in catechins, a type of antioxidant that has been linked to various health benefits, including improved heart health, enhanced metabolism, and potential cancer-fighting properties. Additionally, matcha contains L-theanine, an amino acid known for promoting relaxation and reducing stress. The combination of these health-promoting compounds has resonated well with consumers looking for beverages that not only quench their thirst but also contribute to overall well-being.

As consumers become more health-conscious and prioritize products that offer functional benefits, the demand for matcha is likely to continue its upward trajectory. The global wellness trend, emphasizing a holistic approach to health, is driving consumers to seek out natural and nutritious products, further fueling the growth of the matcha market.

### Culinary Innovation and Diverse Applications

The versatility of matcha extends beyond traditional tea preparation, contributing to its widespread adoption in various culinary applications. Chefs and food innovators are incorporating matcha into a diverse range of products, including beverages, desserts, snacks, and even savory dishes. This culinary innovation has expanded the appeal of matcha beyond traditional tea drinkers, reaching a broader audience with diverse taste preferences.

Matcha-flavored lattes, smoothies, ice creams, and baked goods have become popular

offerings in cafes and restaurants globally. The unique and vibrant green color of matcha adds an aesthetic appeal to food and beverages, making them visually appealing to consumers. This adaptability allows matcha to cater to different consumer segments and preferences, driving demand in both the food and beverage industries.

Furthermore, the emergence of matcha-infused beauty and wellness products, such as face masks and dietary supplements, showcases the market's diversification. The incorporation of matcha into non-traditional products not only expands its market reach but also positions it as a trendy and sought-after ingredient in the broader consumer goods landscape.

### Globalization and Western Market Adoption

While matcha has deep roots in Asian cultures, particularly in Japan, its popularity has transcended geographical boundaries, with Western markets increasingly embracing this traditional Japanese tea. The globalization of food trends and the growing appreciation for diverse and exotic flavors have contributed to matcha's penetration into North American, European, and other Western markets.

In Western countries, matcha has become a symbol of sophistication and a healthier alternative to traditional tea and coffee. The proliferation of specialty tea shops, cafes, and health-conscious consumer choices has provided a conducive environment for matcha to flourish. As awareness of matcha's health benefits spreads, consumers in Western markets are integrating matcha into their daily routines, further driving market growth.

The adoption of matcha by multinational food and beverage companies has also played a role in mainstreaming this once niche product. The availability of matcha-flavored products on supermarket shelves and the inclusion of matcha in popular consumer brands contribute to its accessibility and acceptance in diverse markets.

### E-commerce and Direct-to-Consumer Channels

The rise of e-commerce and direct-to-consumer (DTC) channels has significantly influenced the global matcha market by providing convenient access to a wide range of matcha products. Online platforms enable consumers to explore and purchase various matcha brands, grades, and formulations from the comfort of their homes, fostering a global market reach for both established and emerging players.

E-commerce platforms not only facilitate the purchase of matcha but also serve as educational hubs where consumers can learn about the different varieties, grades, and preparation methods. This accessibility contributes to increased consumer knowledge and fosters a deeper appreciation for the nuances of matcha.

Additionally, many matcha brands have established their online presence, allowing them to interact directly with consumers, build brand loyalty, and gather valuable feedback. This direct-to-consumer approach enhances the market's dynamism, enabling brands to adapt quickly to changing consumer preferences and emerging trends.

In conclusion, the global matcha market's growth is propelled by the intersection of health consciousness, culinary innovation, globalization, and the influence of e-commerce. As consumers continue to seek holistic well-being and diverse, flavorful experiences, matcha's appeal is expected to expand further, making it a prominent player in the global beverage and food landscape.

## Key Market Challenges

### Supply Chain Constraints and Quality Control

One of the primary challenges faced by the matcha market is ensuring a consistent and high-quality supply of matcha powder. Matcha is derived from shade-grown tea leaves, and the meticulous cultivation and harvesting process significantly impact its flavor, color, and nutritional profile. Factors such as climate conditions, soil quality, and cultivation techniques can influence the quality of matcha, leading to variations in taste and appearance.

The limited geographical regions suitable for cultivating high-quality matcha further exacerbate supply chain constraints. Japan, particularly Uji in Kyoto, is renowned for producing premium matcha, but natural disasters, climate change, and other environmental factors can disrupt the supply chain. As demand for matcha continues to rise, maintaining a consistent supply of high-quality matcha becomes a critical challenge for market players.

Quality control is also a concern, especially as the market expands to include various grades of matcha. Ensuring that consumers receive the promised quality requires strict adherence to production standards and transparent sourcing practices. Failure to address supply chain constraints and maintain quality control could result in a decline in

consumer trust and satisfaction.

## Market Saturation and Competition

The growing popularity of matcha has led to increased competition in the market, making it more challenging for both established and emerging players to differentiate themselves. Market saturation poses a risk of commoditization, where matcha products are perceived as interchangeable, and price becomes a primary deciding factor for consumers.

The influx of numerous matcha products into the market, ranging from traditional tea preparations to matcha-infused snacks and beauty products, creates a crowded landscape. Differentiating products based on quality, authenticity, and innovative applications becomes crucial for companies seeking a competitive edge. Failure to stand out in a saturated market could lead to price wars, diminishing profit margins, and reduced brand loyalty.

Additionally, the commoditization of matcha may lead to a dilution of its perceived value, making it challenging for premium and specialty matcha products to justify higher price points. Market players must navigate this competitive landscape strategically by focusing on unique selling propositions, effective branding, and maintaining product authenticity.

## Regulatory Compliance and Certification

The global matcha market faces challenges related to regulatory compliance and certification, especially as consumer awareness increases and scrutiny over product claims rises. The authenticity of matcha products, including their organic or ceremonial-grade classifications, is crucial for meeting consumer expectations and building trust.

The regulatory landscape varies across countries, and ensuring compliance with different standards can be complex for companies operating on a global scale. Obtaining certifications such as organic, non-GMO, or fair trade requires adherence to specific guidelines and rigorous inspection processes. Failure to meet these standards can result in legal consequences, damage to brand reputation, and exclusion from certain markets.

The lack of standardized definitions for terms like 'ceremonial grade' and 'culinary grade' in the matcha industry further complicates regulatory compliance. Establishing industry-

wide standards and certifications could help build trust among consumers and streamline the regulatory process for matcha producers.

### Consumer Education and Awareness

Despite the growing popularity of matcha, a significant challenge lies in educating consumers about its nuances, health benefits, and preparation methods. Misinformation or a lack of understanding can lead to misconceptions about matcha, potentially affecting consumer perceptions and preferences.

Educating consumers about the differences between various grades of matcha, the traditional Japanese tea ceremony, and the proper ways to incorporate matcha into different recipes is essential for fostering a deeper appreciation for the product. Brands must invest in comprehensive marketing and educational campaigns to demystify matcha and showcase its versatility.

Additionally, communicating the environmental and social sustainability aspects of matcha production can enhance consumer loyalty. Transparency in sourcing practices and ethical cultivation methods can resonate positively with environmentally conscious consumers.

In conclusion, while the global matcha market is thriving, it must address challenges related to supply chain constraints, market saturation, regulatory compliance, and consumer education. Strategic initiatives, technological advancements, and industry collaboration are essential for overcoming these hurdles and ensuring the sustainable growth of the matcha market in the years to come.

### Key Market Trends

#### Functional and Wellness-driven Products

A prominent trend in the global matcha market is the increasing demand for functional and wellness-driven products. Consumers are not only seeking flavorful beverages but are also looking for products that offer additional health benefits. Matcha, with its rich antioxidant content, vitamins, and minerals, aligns well with the growing wellness trend.

Matcha-based products are expanding beyond traditional tea to include functional beverages such as matcha lattes, smoothies, and energy drinks. These products often highlight the natural energy boost provided by matcha, attributed to the combination of



caffeine and L-theanine, an amino acid known for promoting alertness and relaxation. The market is witnessing a surge in matcha-infused snacks, desserts, and even supplements, catering to consumers looking for convenient and enjoyable ways to incorporate matcha into their daily routines.

As consumers become more health-conscious and seek products that contribute to their overall well-being, the trend of incorporating matcha into functional and wellness-focused offerings is likely to continue growing.

### Innovative Culinary Applications

The versatility of matcha extends far beyond traditional tea preparations, with innovative culinary applications emerging as a significant trend in the global market. Chefs, food artisans, and culinary entrepreneurs are exploring new ways to incorporate matcha into a wide range of dishes, ranging from savory to sweet.

Matcha-flavored desserts, such as ice creams, cakes, and pastries, have gained popularity in cafes and bakeries worldwide. Additionally, matcha is being used in savory dishes, sauces, and dressings, showcasing its adaptability in various culinary settings. This trend aligns with the desire for unique and exotic flavors, offering consumers a novel and exciting culinary experience.

The integration of matcha into the culinary world not only broadens its consumer base but also positions it as a versatile ingredient that adds a distinct flavor profile and vibrant green color to a variety of dishes. The trend of innovative culinary applications is expected to continue, driven by consumer demand for diverse and adventurous food experiences.

### Premiumization and Specialty Offerings

Another notable trend in the global matcha market is the premiumization of products and the rise of specialty offerings. While matcha has traditional classifications such as ceremonial and culinary grades, brands are introducing refined and premium variations, targeting discerning consumers willing to pay a premium for exceptional quality.

Ceremonial-grade matcha, which is known for its vibrant green color, smooth texture, and nuanced flavor, is gaining prominence as consumers seek an elevated tea-drinking experience. Additionally, single-origin matcha and limited-edition batches are becoming sought-after, appealing to consumers interested in the unique terroir and craftsmanship

of matcha production.

The premiumization trend is not limited to traditional matcha products but extends to matcha-infused goods, such as chocolates, teas, and beauty products. Brands are leveraging the exclusivity and sophistication associated with premium matcha to differentiate themselves in the market and cater to a more discerning consumer base.

### Sustainable and Ethical Sourcing

Sustainability and ethical sourcing practices have become integral components of consumer decision-making, and the global matcha market is no exception. As awareness of environmental and social issues grows, consumers are increasingly seeking products that align with their values.

Matcha brands are responding to this trend by emphasizing transparent and ethical sourcing practices. Highlighting sustainable cultivation methods, fair trade certifications, and partnerships with local farmers not only resonates with socially conscious consumers but also adds a compelling narrative to the brand.

Additionally, there is an increased focus on packaging sustainability, with brands exploring eco-friendly and recyclable materials. Some companies are adopting innovative packaging solutions to minimize their environmental impact, contributing to the broader trend of sustainability in the food and beverage industry.

The sustainable and ethical sourcing trend is likely to influence consumer loyalty, with environmentally conscious practices becoming a key differentiator for matcha brands in the competitive market.

In conclusion, the global matcha market is experiencing transformative trends driven by functional wellness, culinary innovation, premiumization, and sustainability. As these trends continue to shape consumer preferences and industry practices, the matcha market is poised for further growth and diversification. Brands that strategically align with these trends and cater to evolving consumer demands are likely to thrive in this dynamic market landscape.

### Segmental Insights

#### Form Insights



The global matcha market is experiencing a notable growth trend in liquid matcha products. Beyond traditional powdered forms, liquid matcha innovations are gaining popularity, offering consumers convenient and ready-to-use options. Liquid matcha is incorporated into a variety of beverages, including matcha lattes, iced teas, and energy drinks, meeting the demand for on-the-go and easily consumable products. This trend aligns with the broader consumer preference for functional and innovative beverages that provide the unique flavor and health benefits associated with matcha. The liquid format enhances versatility, making matcha more accessible to a diverse audience seeking refreshing and flavorful beverage choices. As liquid matcha continues to carve its niche in the market, it reflects the adaptability and evolution of matcha as a beverage beyond traditional preparations.

### Distribution Channel Insights

The global matcha market is witnessing a significant surge in online sales, reflecting changing consumer habits and the digitalization of commerce. As e-commerce platforms continue to gain prominence, consumers are increasingly turning to online channels to purchase matcha products. The convenience, accessibility, and diverse product offerings available through online platforms contribute to this growing trend. Consumers can explore a wide range of matcha grades, flavors, and brands, compare prices, and access product information easily. Additionally, the global reach of online sales allows matcha enthusiasts worldwide to access authentic and specialty matcha products that may not be readily available in local markets. The increasing reliance on digital platforms for matcha purchases underscores the evolving nature of consumer behavior and the pivotal role of online sales in shaping the future of the global matcha market.

### Regional Insights

Asia Pacific stands as the largest and most influential market in the global matcha industry. With its deep cultural ties to tea consumption, particularly in countries like Japan and China, the region has been a historical stronghold for matcha. The authenticity and traditional significance of matcha in Asia Pacific contribute to its widespread acceptance and consumption. Moreover, the region's increasing health consciousness aligns well with the perceived wellness benefits of matcha, further fueling its popularity. As a result, numerous local producers, along with international brands, are capitalizing on the robust demand in Asia Pacific, offering a diverse range of matcha products. The region's pivotal role in shaping global matcha trends emphasizes its significance as the epicenter of both production and consumption in this flourishing

market.

## Key Market Players

Matcha Maiden Pty Ltd

Mizuba Tea Co.

Aiya Europe GmbH

AOI Tea Company

Ippodo Tea Co., Ltd.

Ito En, Ltd.

McCormick Company, Inc.

Tata Consumer Products Limited

Green Foods Corp.

Encha Life LLC's

## Report Scope:

In this report, the global Matcha market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Matcha Market,By Product Type:

- oRegular Tea

- oFlavored Tea

### Matcha Market,By Form:

- oPowder

oLiquid

Matcha Market,By Nature:

oConventional

oOrganic

Matcha Market,By Distribution Channel :

oSupermarkets/Hypermarkets

oDepartmental Stores

oConvenience Stores

oOnline

oOthers

Matcha Market, By Region:

oNorth America

United States

Canada

Mexico

oEurope

France

United Kingdom

Italy

Germany

Spain

oAsia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

oMiddle East Africa

South Africa

Saudi Arabia

UAE

Turkey

oSouth America

Argentina

Colombia

Brazil

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Matcha Market.

## Available Customizations:

Global Matcha Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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