

Matcha Green Tea Powder Market Size, Trends, Analysis, and Outlook By Type (Drinking-use, Additive-use), By Application (Drinking Tea, Pastry, Ice Cream, Beverage), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Matcha Green Tea Powder Market Size is valued at \$2.4 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.5% to reach \$3.4 Billion by 2032.

The matcha green tea powder market is expanding due to rising consumer interest in health and wellness. The trend towards clean and organic products is driving market growth. Innovations in sourcing, flavor profiles, and product applications are enhancing market potential, prompting suppliers to explore diverse matcha green tea powder offerings.

Matcha Green Tea Powder Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Matcha Green Tea Powder survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Matcha Green Tea Powder industry.

Key market trends defining the global Matcha Green Tea Powder demand in 2025 and Beyond

The Matcha Green Tea Powder industry remains an attractive hub for both domestic

and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Matcha Green Tea Powder Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Matcha Green Tea Powder industry

Leading Matcha Green Tea Powder companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Matcha Green Tea Powder companies.

Matcha Green Tea Powder Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Matcha Green Tea Powder Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Matcha Green Tea Powder industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Matcha Green Tea Powder Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Matcha Green Tea Powder Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Matcha Green Tea Powder market segments. Similarly, strong market demand encourages Canadian Matcha Green Tea Powder companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Matcha Green Tea Powder Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Matcha Green Tea Powder industry remains the major market for companies in the European Matcha Green Tea Powder industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Matcha Green Tea Powder market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Matcha Green Tea Powder Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Matcha Green Tea Powder in Asia Pacific. In particular, China, India, and South East Asian Matcha Green Tea Powder markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Matcha Green Tea Powder Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Matcha Green Tea Powder Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Matcha Green Tea Powder market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Matcha Green Tea Powder.

Matcha Green Tea Powder Company Profiles

The global Matcha Green Tea Powder market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Aiya, AOI Seicha, DoMatcha, Marukyu Koyamaen, Marushichi Seicha, ShaoXing Royal Tea, ujimatcha, Yanoen.

Recent Matcha Green Tea Powder Market Developments

The global Matcha Green Tea Powder market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Matcha Green Tea Powder Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Drinking-use

Additive-use

By Application

Drinking Tea

Pastry

Ice Cream

Beverage

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Aiya

AOI Seicha

DoMatcha

Marukyu Koyamaen

Marushichi Seicha

ShaoXing Royal Tea

ujimatcha

Yanoen

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. MATCHA GREEN TEA POWDER MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Matcha Green Tea Powder Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Matcha Green Tea Powder Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Matcha Green Tea Powder Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Matcha Green Tea Powder Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Matcha Green Tea Powder Market Outlook to

2032

CHAPTER 5: MATCHA GREEN TEA POWDER MARKET DYNAMICS

- 5.1 Key Matcha Green Tea Powder Market Trends
- 5.2 Potential Matcha Green Tea Powder Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL MATCHA GREEN TEA POWDER MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Type
 - Drinking-use
 - Additive-use
 - Application
 - Drinking Tea
 - Pastry
 - Ice Cream
 - Beverage
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA MATCHA GREEN TEA POWDER MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Type
 - Drinking-use
 - Additive-use
 - Application
 - Drinking Tea
 - Pastry
 - Ice Cream
 - Beverage
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Matcha Green Tea Powder Market Size Forecast, 2021- 2032
 - 7.3.2 Canada Matcha Green Tea Powder Market Size Forecast, 2021- 2032
 - 7.3.3 Mexico Matcha Green Tea Powder Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE MATCHA GREEN TEA POWDER MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Type

Drinking-use

Additive-use

Application

Drinking Tea

Pastry

Ice Cream

Beverage

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Matcha Green Tea Powder Market Size Forecast, 2021- 2032

8.3.2 France Matcha Green Tea Powder Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Matcha Green Tea Powder Market Size Forecast, 2021- 2032

8.3.4 Spain Matcha Green Tea Powder Market Size Forecast, 2021- 2032

8.3.5 Italy Matcha Green Tea Powder Market Size Forecast, 2021- 2032

8.3.6 Russia Matcha Green Tea Powder Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Matcha Green Tea Powder Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC MATCHA GREEN TEA POWDER MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Type

Drinking-use

Additive-use

Application

Drinking Tea

Pastry

Ice Cream

Beverage

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Matcha Green Tea Powder Market Size Forecast, 2021- 2032

9.3.2 India Matcha Green Tea Powder Market Size Forecast, 2021- 2032

9.3.3 Japan Matcha Green Tea Powder Market Size Forecast, 2021- 2032

9.3.4 South Korea Matcha Green Tea Powder Market Size Forecast, 2021- 2032

9.3.5 Australia Matcha Green Tea Powder Market Size Forecast, 2021- 2032

- 9.3.6 South East Asia Matcha Green Tea Powder Market Size Forecast, 2021- 2032
- 9.3.7 Rest of Asia Pacific Matcha Green Tea Powder Market Size Forecast, 2021-2032

CHAPTER 10: SOUTH AMERICA MATCHA GREEN TEA POWDER MARKET ANALYSIS AND OUTLOOK TO 2032

- 10.1 South America Market Outlook by Segments, 2021- 2032
- 10.2 Type
 - Drinking-use
 - Additive-use
 - Application
 - Drinking Tea
 - Pastry
 - Ice Cream
 - Beverage
- 10.3 South America Market Outlook by Country, 2021- 2032
 - 10.3.1 Brazil Matcha Green Tea Powder Market Size Forecast, 2021- 2032
 - 10.3.2 Argentina Matcha Green Tea Powder Market Size Forecast, 2021- 2032
 - 10.3.3 Rest of South America Matcha Green Tea Powder Market Size Forecast, 2021-2032

CHAPTER 11: MIDDLE EAST AND AFRICA MATCHA GREEN TEA POWDER MARKET ANALYSIS AND OUTLOOK TO 2032

- 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032
- 11.2 Type
 - Drinking-use
 - Additive-use
 - Application
 - Drinking Tea
 - Pastry
 - Ice Cream
 - Beverage
- 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032
 - 11.3.1 Saudi Arabia Matcha Green Tea Powder Market Size Forecast, 2021- 2032
 - 11.3.2 The UAE Matcha Green Tea Powder Market Size Forecast, 2021- 2032
 - 11.3.3 Rest of Middle East Matcha Green Tea Powder Market Size Forecast, 2021-2032

11.3.4 South Africa Matcha Green Tea Powder Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Matcha Green Tea Powder Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Aiya

AOI Seicha

DoMatcha

Marukyu Koyamaen

Marushichi Seicha

ShaoXing Royal Tea

ujimatcha

Yanoen

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Matcha Green Tea Powder Market Outlook by Type, 2021- 2032

Figure 6: Global Matcha Green Tea Powder Market Outlook by Application, 2021- 2032

Figure 7: Global Matcha Green Tea Powder Market Outlook by Region, 2021- 2032

Figure 8: North America Matcha Green Tea Powder Market Snapshot, Q4-2024

Figure 9: North America Matcha Green Tea Powder Market Size Forecast by Type, 2021- 2032

Figure 10: North America Matcha Green Tea Powder Market Size Forecast by Application, 2021- 2032

Figure 11: North America Matcha Green Tea Powder Market Share by Country, 2023

Figure 12: Europe Matcha Green Tea Powder Market Snapshot, Q4-2024

Figure 13: Europe Matcha Green Tea Powder Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Matcha Green Tea Powder Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Matcha Green Tea Powder Market Share by Country, 2023

Figure 16: Asia Pacific Matcha Green Tea Powder Market Snapshot, Q4-2024

Figure 17: Asia Pacific Matcha Green Tea Powder Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Matcha Green Tea Powder Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Matcha Green Tea Powder Market Share by Country, 2023

Figure 20: South America Matcha Green Tea Powder Market Snapshot, Q4-2024

Figure 21: South America Matcha Green Tea Powder Market Size Forecast by Type, 2021- 2032

Figure 22: South America Matcha Green Tea Powder Market Size Forecast by Application, 2021- 2032

Figure 23: South America Matcha Green Tea Powder Market Share by Country, 2023

Figure 24: Middle East and Africa Matcha Green Tea Powder Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Matcha Green Tea Powder Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Matcha Green Tea Powder Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Matcha Green Tea Powder Market Share by Country, 2023

Figure 28: United States Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Matcha Green Tea Powder Market Size Outlook, \$ Million,

2021- 2032

Figure 49: UAE Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Matcha Green Tea Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Matcha Green Tea Powder Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Matcha Green Tea Powder Market Size Outlook by Segments, 2021-2032

Table 7: Global Matcha Green Tea Powder Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Matcha Green Tea Powder Market Outlook by Type, 2021-2032

Table 10: North America- Matcha Green Tea Powder Market Outlook by Country, 2021-2032

Table 11: Europe - Matcha Green Tea Powder Market Outlook by Type, 2021- 2032

Table 12: Europe - Matcha Green Tea Powder Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Matcha Green Tea Powder Market Outlook by Type, 2021-2032

Table 14: Asia Pacific - Matcha Green Tea Powder Market Outlook by Country, 2021-2032

Table 15: South America- Matcha Green Tea Powder Market Outlook by Type, 2021-2032

Table 16: South America- Matcha Green Tea Powder Market Outlook by Country, 2021-2032

Table 17: Middle East and Africa - Matcha Green Tea Powder Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Matcha Green Tea Powder Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Matcha Green Tea Powder Companies

Table 20: Product Profiles of Leading Matcha Green Tea Powder Companies

Table 21: SWOT Profiles of Leading Matcha Green Tea Powder Companies

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Product name: Matcha Green Tea Powder Market Size, Trends, Analysis, and Outlook By Type (Drinking-use, Additive-use), By Application (Drinking Tea, Pastry, Ice Cream, Beverage), by Country, Segment, and Companies, 2024-2032

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