

Matcha Market Size, Trends, Analysis, and Outlook By Product (Regular, Flavored), By Form (Powder, Liquid), By Distribution Channel (Hypermarkets/Supermarkets, Speciality Stores, Online, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/M5A598DE128CEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: M5A598DE128CEN

Abstracts

Global Matcha Market Size is valued at \$2.48 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.3% to reach \$3.5 Billion by 2032.

The matcha market is experiencing significant growth driven by the rising consumer interest in health and wellness. Matcha, known for its high antioxidant content and potential health benefits, is gaining popularity in beverages, snacks, and supplements. The trend towards clean-label products and innovative culinary applications is driving market expansion, encouraging manufacturers to diversify their matcha offerings.

Matcha 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 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 industry.

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

The Matcha 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 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 industry

Leading Matcha 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 companies.

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

Matcha Market Size, Trends, Analysis, and Outlook By Product (Regular, Flavored), By Form (Powder, Liquid), By...

The Matcha 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 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 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 market segments. Similarly, strong market demand encourages Canadian Matcha companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

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

The German Matcha industry remains the major market for companies in the European Matcha 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 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 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 in Asia Pacific. In particular, China, India, and South East Asian Matcha 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 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 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 market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Matcha.

Matcha Company Profiles

The global Matcha 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 America Inc, AOI Tea, Breakaway Matcha LLC, DoMatcha, Ippodo Tea, Matcha DNA, Matcha Maiden, Midori Spring, Mizuba Tea, PIQUE.

Recent Matcha Market Developments

The global Matcha market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals,

and other updates in the industry.

Matcha 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:

Product

Regular

Flavored

Form

Powder

Liquid

Distribution Channel

Hypermarkets/Supermarkets

Speciality Stores

Online

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AIYA America Inc

AOI Tea

Breakaway Matcha LLC

DoMatcha

Ippodo Tea

Matcha DNA

Matcha Maiden

Midori Spring

Mizuba Tea

PIQUE

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 MARKET OVERVIEW- 2025

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

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Matcha 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 Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Matcha Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Matcha Market Outlook to 2032

CHAPTER 5: MATCHA MARKET DYNAMICS

Matcha Market Size, Trends, Analysis, and Outlook By Product (Regular, Flavored), By Form (Powder, Liquid), By...

- 5.1 Key Matcha Market Trends
- 5.2 Potential Matcha Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL MATCHA MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
 - Regular
 - Flavored
 - Form
 - Powder
 - Liquid
 - Distribution Channel
 - Hypermarkets/Supermarkets
 - Speciality Stores
 - Online
 - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

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

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
 - Regular
 - Flavored
 - Form
 - Powder
 - Liquid
 - Distribution Channel
 - Hypermarkets/Supermarkets
 - Speciality Stores
 - Online
 - Others
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Matcha Market Size Forecast, 2021- 2032
 - 7.3.2 Canada Matcha Market Size Forecast, 2021- 2032

7.3.3 Mexico Matcha Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE MATCHA MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Product

Regular

Flavored

Form

Powder

Liquid

Distribution Channel

Hypermarkets/Supermarkets

Speciality Stores

Online

Others

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Matcha Market Size Forecast, 2021- 2032

8.3.2 France Matcha Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Matcha Market Size Forecast, 2021- 2032

8.3.4 Spain Matcha Market Size Forecast, 2021- 2032

8.3.5 Italy Matcha Market Size Forecast, 2021- 2032

8.3.6 Russia Matcha Market Size Forecast, 2021- 2032

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

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

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Regular

Flavored

Form

Powder

Liquid

Distribution Channel

Hypermarkets/Supermarkets

Speciality Stores

Online

Others

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Matcha Market Size Forecast, 2021- 2032

9.3.2 India Matcha Market Size Forecast, 2021- 2032

9.3.3 Japan Matcha Market Size Forecast, 2021- 2032

9.3.4 South Korea Matcha Market Size Forecast, 2021- 2032

9.3.5 Australia Matcha Market Size Forecast, 2021- 2032

9.3.6 South East Asia Matcha Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Matcha Market Size Forecast, 2021- 2032

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

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Regular

Flavored

Form

Powder

Liquid

Distribution Channel

Hypermarkets/Supermarkets

Speciality Stores

Online

Others

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Matcha Market Size Forecast, 2021- 2032

10.3.2 Argentina Matcha Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Matcha Market Size Forecast, 2021- 2032

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

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Product

Regular

Flavored

Form

Powder

Liquid

Distribution Channel

Hypermarkets/Supermarkets

Speciality Stores

Online

Others

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Matcha Market Size Forecast, 2021- 2032

11.3.2 The UAE Matcha Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Matcha Market Size Forecast, 2021- 2032

11.3.4 South Africa Matcha Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Matcha 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 America Inc

AOI Tea

Breakaway Matcha LLC

DoMatcha

Ippodo Tea

Matcha DNA

Matcha Maiden

Midori Spring

Mizuba Tea

PIQUE

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 Market Outlook by Type, 2021- 2032
- Figure 6: Global Matcha Market Outlook by Application, 2021- 2032
- Figure 7: Global Matcha Market Outlook by Region, 2021- 2032
- Figure 8: North America Matcha Market Snapshot, Q4-2024
- Figure 9: North America Matcha Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Matcha Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Matcha Market Share by Country, 2023
- Figure 12: Europe Matcha Market Snapshot, Q4-2024
- Figure 13: Europe Matcha Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Matcha Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Matcha Market Share by Country, 2023
- Figure 16: Asia Pacific Matcha Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Matcha Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Matcha Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Matcha Market Share by Country, 2023
- Figure 20: South America Matcha Market Snapshot, Q4-2024
- Figure 21: South America Matcha Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Matcha Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Matcha Market Share by Country, 2023
- Figure 24: Middle East and Africa Matcha Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Matcha Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Matcha Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Matcha Market Share by Country, 2023
- Figure 28: United States Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Matcha Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Matcha Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Matcha 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 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 Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Matcha Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Matcha Market Outlook by Type, 2021- 2032
- Table 10: North America- Matcha Market Outlook by Country, 2021- 2032
- Table 11: Europe - Matcha Market Outlook by Type, 2021- 2032
- Table 12: Europe - Matcha Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Matcha Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Matcha Market Outlook by Country, 2021- 2032
- Table 15: South America- Matcha Market Outlook by Type, 2021- 2032
- Table 16: South America- Matcha Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Matcha Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Matcha Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Matcha Companies
- Table 20: Product Profiles of Leading Matcha Companies
- Table 21: SWOT Profiles of Leading Matcha Companies

I would like to order

Product name: Matcha Market Size, Trends, Analysis, and Outlook By Product (Regular, Flavored), By Form (Powder, Liquid), By Distribution Channel (Hypermarkets/Supermarkets, Speciality Stores, Online, Others), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/M5A598DE128CEN.html>

Price: US\$ 3,980.00 (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 <https://marketpublishers.com/r/M5A598DE128CEN.html>