

# **Organic Matcha Tea Market Size, Share, and Outlook, 2025 Report- By Type (Sweetened, Unsweetened, Grade, Ceremonial, Classic/Premium, Culinary, Cafe), Packaging (Tin, Glass Jar, Pouch, Bottle), Application (Drinking Tea, Soups, Ice-Creams, Muffins, Smoothies, Green Tea Lattes, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032**

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## **Abstracts**

### **Organic Matcha Tea Market Outlook**

The global Organic Matcha Tea market is expected to register a growth rate of 4.9% during the forecast period from \$1.4 Billion in 2024 to \$2.1 Billion in 2032. The Organic Matcha Tea market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Organic Matcha Tea segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Sweetened, Unsweetened, Grade, Ceremonial, Classic/Premium, Culinary, Cafe), Packaging (Tin, Glass Jar, Pouch, Bottle), Application (Drinking Tea, Soups, Ice-Creams, Muffins, Smoothies, Green Tea Lattes, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Organic Matcha Tea markets.

### **Organic Matcha Tea Market Insights, 2025**

The organic matcha tea market in 2025 is flourishing amid rising global interest in health and wellness beverages. Known for its high antioxidant content, chlorophyll levels, and

unique umami flavor, organic matcha tea appeals to consumers seeking clean-label, functional ingredients with proven health benefits. The market encompasses premium ceremonial-grade powders and culinary grades for foodservice and home use. Sustainable farming practices in Japan, China, and increasingly in emerging regions ensure organic certification compliance, catering to environmentally conscious consumers. Innovations in packaging, including single-serve sachets and ready-to-drink formulations, enhance convenience and expand reach. Demand is buoyed by the rising popularity of matcha-based beverages, supplements, and beauty products, creating cross-category opportunities. Challenges include price sensitivity and supply constraints due to labor-intensive cultivation and harvest processes. The organic matcha tea market in 2025 epitomizes the fusion of tradition, health, and sustainability in global beverage trends.

### Five Trends that will define global Organic Matcha Tea market in 2025 and Beyond

A closer look at the multi-million global market for Organic Matcha Tea identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Organic Matcha Tea companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Organic Matcha Tea industry?

The Organic Matcha Tea sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Organic Matcha Tea Market Segment Insights

The Organic Matcha Tea industry presents strong offers across categories. The analytical report offers forecasts of Organic Matcha Tea industry performance across segments and countries. Key segments in the industry include By Type (Sweetened, Unsweetened, Grade, Ceremonial, Classic/Premium, Culinary, Cafe), Packaging (Tin, Glass Jar, Pouch, Bottle), Application (Drinking Tea, Soups, Ice-Creams, Muffins,

Smoothies, Green Tea Lattes, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Organic Matcha Tea market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Organic Matcha Tea industry ecosystem. It assists decision-makers in evaluating global Organic Matcha Tea market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Organic Matcha Tea industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Organic Matcha Tea Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Organic Matcha Tea Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Organic Matcha Tea with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Organic Matcha Tea market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Organic Matcha Tea market Insights Executives are most excited about opportunities for the US Organic Matcha Tea industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Organic Matcha Tea companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Organic Matcha Tea market.

Latin American Organic Matcha Tea market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Organic Matcha Tea Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Organic Matcha Tea markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South

Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Organic Matcha Tea markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Organic Matcha Tea companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Mizuba Tea Co., LLC, Grace and Green Limited, Encha Corporation, APAX USA, Inc., DNA Brands, LLC, KissMeOrganics LLC, Jade Leaf, LLC, Zen Spirit LLC, Midori Spring Limited, Enzo Matcha LLC, Taiyo International Inc., Epic Matcha LLC, DoMatcha, Inc., The Republic of Tea, Inc., MatchaBar Group, Inc.

## Organic Matcha Tea Market Scope

### Leading Segments

#### By Type

Sweetened

Unsweetened

#### By Grade

Ceremonial

Classic/Premium

Culinary

Cafe

## By Packaging

Tin

Glass Jar

Pouch

Bottle

## By Application

Drinking Tea

Soups

Ice-Creams

Muffins

Smoothies

Green Tea Lattes

Others

## By Distribution Channels

Online

Offline

## Leading Companies

Mizuba Tea Co., LLC

Grace and Green Limited

Encha Corporation

APAX USA, Inc.

DNA Brands, LLC

KissMeOrganics LLC

Jade Leaf, LLC

Zen Spirit LLC

Midori Spring Limited

Enzo Matcha LLC

Taiyo International Inc.

Epic Matcha LLC

DoMatcha, Inc.

The Republic of Tea, Inc.

MatchaBar Group, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Sweetened

Unsweetened

By Grade

Ceremonial

Classic/Premium

Culinary

Cafe

By Packaging

Tin

Glass Jar

Pouch

Bottle

By Application

Drinking Tea

Soups

Ice-Creams

Muffins

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Green Tea Lattes

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Encha Corporation

APAX USA, Inc.

DNA Brands, LLC

KissMeOrganics LLC

Jade Leaf, LLC

Zen Spirit LLC

Midori Spring Limited

Enzo Matcha LLC

Taiyo International Inc.

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