

Global Matcha Tea Market Overview, Leading Players, Segments Analysis and Growth Drivers to 2022

Global Matcha Tea Market Analysis by Type (Caffeinated), Form (Powder), Formulation (Flavored), Distribution Channel (Supermarket) and Region - Forecast to 2022

“ We enable our customers to unravel the complexity.”



Market Research Future

PUNE, MAHARASHTRA, INDIA, May 30,

2017 /EINPresswire.com/ -- Market Research Future published a Half Cooked Research Report (HCRR) on Global [Matcha Tea Market](#) which is estimated to grow more than 5.5% after 2022.

Market Overview



Major Key Players are etley GB Ltd (England), Nestle S.A., Tata Global Beverage (India), DSM Nutritional Products (Netherlands), Associated British Foods LLC (U.K.), Unilever Group , Oregon Chai Inc”

Market Research Future

Matcha tea specially grown and processed green tea which is finely ground powdered and packed. Matcha tea is rich in vitamin C, chromium, selenium, magnesium and zinc which supports in cholesterol lowering and blood sugar control in turn helping in weight loss. Matcha tea has more antioxidants compared to other tea which is why it is preferred by health cognizant consumers.

With the growing healthy lifestyle awareness & their increasing interest in healthy diet, matcha tea is enjoyed as substitute to tea and coffee. Also, with the growth of

healthy beverages market and advancement in food technology coupled with the innovation and introduction of organic matcha tea has boosted the sales of matcha teas. Globally, matcha tea market is growing at the rate of 5.5% during 2016 to 2022.

Sample Copy of Report @ https://www.marketresearchfuture.com/sample_request/2382

Competitive Analysis-

The major Key Players in Matcha Tea Market are

- Tetley GB Ltd (England)
- Nestle S.A. (Switzerland)
- Tata Global Beverage (India)
- DSM Nutritional Products (Netherlands)
- Associated British Foods LLC (U.K.)
- Unilever Group (U.K.)
- Oregon Chai Inc (U.S.)
- Northern tea Merchants Ltd. (U.K.)

Global Matcha tea market is highly concentrated in APAC. APAC has huge potential for matcha tea, as there is rise in disposal income, increased in demand for healthy substitute to match tea. Matcha tea manufacturers are focusing on expanding their product line by providing various flavors and creative packaging and various other products such personal care, infused match tea food products and others.

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 110 numbers of pages of the project report "Matcha Tea Market - Forecast to 2022"

Market Forecast

With the growing consumer awareness & their increasing interest in organic food products, the demand for organic matcha tea will drive the market growth from 2016 to 2021. Also, with the growth of food advancement in food technology and packaging technology combined with the innovation and introduction of new flavored matcha teas has boosted the sales of matcha teas. With growing incidence of diseases and increasing consumer health awareness and their consciousness about how they look are the various trends which has led to the adoption of the matcha tea as healthy beverage. These factors will play a key role in the growth of Matcha tea market at the CAGR of 5.5% during 2016-2022.

Downstream Analysis-

Chocolate matcha tea are enjoyed by consumers across the globe. Rapid globalization and urbanization consumers are aware of various regional flavors, and are interested in consuming regional flavored Matcha tea, furthermore also organic, and preservative free matcha teas personal care product such as lip care, skin care, hair care products are the areas where key players are investing so as to increase the product line based on various regional matcha tea. Growing internet users across the globe and rise in the popularity of e-commerce, key players are launching & promoting their product line on various e-commerce site so as to reach out to various consumers.

Access Report Details @ <https://www.marketresearchfuture.com/reports/matcha-tea-market-2382>

Regional Analysis

The global Matcha tea market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). The market is projected to grow at a steady pace in the review period. Asia-Pacific is fastest growing region in the matcha tea market and high growth in emerging economies such as China, India, Japan, Australia, and the Latin American countries, offers ample opportunities for expansion to major players. The high consumption of tea in growing economies of Asia-Pacific and Latin America and growing demand for on-the-go matcha tea infused food products especially in China and India will be the crucial factor underlining the market growth.

Market Segmentation-

Global Matcha tea market is segmented by type, form, formulation, distribution channel and region

About Market Research Future:

At [Market Research Future \(MRFR\)](#), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR), and Market Research & Consulting Services.

MRFR team have supreme objective to provide the optimum quality market research and intelligence services to our clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help to answer all their most important questions.

In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

Akash Anand
Market Research Future
+1 646 845 9312
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/383939157>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.