


# Matcha Tea Market Analysis 2017-2023: Key Findings, Regional Analysis, Key Players Profiles and Future Prospects

*Matcha Tea Market- by Main Ingredients (Wheat), Functionality (Organic), Distribution Channel, Form (Dried), Type (Spaghetti) and Region - Forecast to 2023*

PUNE, MAHARASHTRA, INDIA, July 27, 2017 /EINPresswire.com/ -- Market Research Future published a Cooked Research Report (CRR) on Global [Matcha Tea Market](#) which is estimated to grow at 5.85 % by 2023



“ We enable our customers to unravel the complexity.”

Market Research Future

## Market Overview



Major Key Players are Nestlé SA (Switzerland), Tata Global Beverages Ltd (India), The Unilever Group (U.K.), AOI Tea Company (U.S.), Aiya Co. Ltd. (Japan), ITO EN, LTD., Marukyu Koyamaen Co. Ltd.”

*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 helps in lowering cholesterol and controls blood sugar level in turn helping in weight loss. Matcha tea has higher percentage of antioxidants compared to green tea which is why it is preferred by health cognizant consumers. The trend of consumption of matcha tea began in Asian countries and this has spread to other regions rapidly.

The sale of matcha tea is growing exponentially as consumers are opting for healthy lifestyle, so many key

players in various food & beverages market have invested in R&D so as to focus on product development which are enriched with matcha tea. New and improved product line of food & beverages are fortified by adding matcha tea. Moreover, matcha tea bakery product is gaining popularity across the globe, as the demand for healthy food & beverages has been increasing in recent years. These factors will support the matcha tea market and is estimated to grow at the rate of about 9.69% from 2017 to 2023.

## Competitive Analysis

This report includes a study of strategies used in the market, mergers and acquisitions in matcha tea, as well as multiple product launch by matcha tea market players. It further includes product portfolios and developments of leading major players which include:

- Nestlé SA (Switzerland)
- Tata Global Beverages Ltd (India)

- The Unilever Group (U.K.)
- AOI Tea Company (U.S.)
- Aiya Co. Ltd (Japan)
- ITO EN, LTD. (Japan)
- Marukyu Koyamaen Co. Ltd. (Japan)

The Global Matcha Tea Market is mainly occupied by some key manufacturers. The competitive environment in this market is estimated to increase, with an increase in product portfolio from current key players. Most of the companies operating in this market are focusing on expanding their operations geographically, augmenting its capabilities and investing in research and development to offer products with better functionality.

Request a Sample Report @ [https://www.marketresearchfuture.com/sample\\_request/2382](https://www.marketresearchfuture.com/sample_request/2382)

## Market Forecast

Matcha Tea have also emerged as drink which is almost equivalent to 10 cups of green tea, thus changing consumer lifestyle has supported the growth of this market. The busy schedule, modern & pressured lifestyles stimulates stress and anxiety build up, however matcha tea has been proven to relieve stress & anxiety. The 'on the go' pattern and hectic lifestyles in most of the countries creates lucrative opportunities for key players to set up their operations and cater to increasing consumer expectations and their increasing demand of Matcha Tea.

The trend of consumption of matcha tea began in Asian countries and it spread to other regions rapidly due to globalization. Looking at the economic development at global level, specifically for North American countries, the increasing purchasing power of consumers, convenience trends are likely to remain significant. These factors will play a key role in the growth of matcha tea market at the CAGR of 9.69 % during 2017-2023.

Access the market data and market information presented through more than 60 market data tables and 25 figures spread over 129 numbers of pages of the project report "Matcha Tea Market Research Report - Forecast to 2023"

## By downstream Analysis

The existing key players are focusing on R&D for new product development and attractive packaging. The major trends observed in the global matcha tea market are innovative products such as coffee, chocolates, bakery products, ice creams, snacks and many more. Moreover, key players in personal care & nutraceutical market are also investing in new product development with added benefits of match tea extracts such face care, eye care, lip care, health supplements, energy drinks, weight management supplements and others. These aspects will drive the growth of matcha tea market at the CAGR of 9.69% during 2016-2022.

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). Among these, APAC region is expected to retain its dominance throughout the forecast period. The market is projected to grow at a steady pace in the review period. Europe will be the fastest growing region in the matcha tea market. Latin American countries, offer ample expansion opportunities for to major players.

## Market Segmentation

Global Matcha Tea Market is segmented depending on Application, 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

+1-646-845-9349 (US) / +44 208 133 9349 (UK)

[email us here](#)

---

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

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.