

Matcha Tea Market 2019 Industry Trends, Sales, Supply, Demand, Analysis & Forecast to 2024

Wiseguyreports.Com Added New Market Research Report On -"Matcha Tea Market 2019 Top Key Players, Segmentation, Industry Analysis and Demand Forecast to 2024".

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Global [Matcha Tea Market](#)

WiseGuyRerports.com Presents "Global Matcha Tea Market 2019 by Manufacturers, Regions, Type and Application, Forecast to 2024" New

Document to its Studies Database. The Report Contain 119 Pages With Detailed Analysis.

Description

Matcha is shade-grown green tea, and it is famous for being used in the tea ceremony of Japan; the leaves of which are hand-picked, steamed, air dried, de-stemmed and slow-ground on granite wheels to produce a calming, antioxidant powerhouse drink which burns fat and increases energy and focus.

Matcha tea is unique because the process of shading and harvesting increases the content of L-Theanine, an amino acid that helps balance the caffeine. While matcha may contain the same caffeine as other types of tea, the L-Theanine is known to create calmness without drowsiness.

Scope of the Report:

Matcha is currently the fastest growing segment of the global tea market. The global matcha tea market driving due to increasing demand for matcha tea in many consumers' as it has many health benefits. Matcha tea contains comparatively high antioxidant content which makes it popular in health conscious consumers. Increasing ceremonial tea consumptions and tea parties is also driving market for matcha tea. Due to matcha tea's energy boosting property along with



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the health benefits consumption of matcha tea is increasing in corporate world. Trend of tea and coffee shops like Starbucks is increasing globally which is driving matcha tea market. Trend of adding varieties of flavors in the matcha tea is also driving market in youths globally. Easy availability of matcha tea products in retail shops, supermarket/ hypermarket and online stores is one of the key drivers of matcha tea market.

Aiya dominated the market, with accounted for 24.84% of the Matcha Teasales market share in 2016. Marushichi Seicha, ShaoXing Royal Tea are the key players and accounted for 17.33%, 14.68% respectively of the overall Matcha Tea market share in 2016. Global giant manufactures mainly distributed in Japan and China. It has unshakable status in this field.

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The worldwide market for Matcha Tea is expected to grow at a CAGR of roughly 4.6% over the next five years, will reach 1820 million US\$ in 2024, from 1390 million US\$ in 2019, according to a new GIR (Global Info Research) study.

This report focuses on the Matcha Tea in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

Aiya
Marushichi Seicha
ShaoXing Royal Tea
Marukyu Koyamaen
ujimatcha
Yanoen
AOI Seicha
DoMatcha

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)
Europe (Germany, France, UK, Russia and Italy)
Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
South America (Brazil, Argentina, Colombia etc.)
Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers
Drinking-use Matcha Tea
Additive-use Matcha Tea

Market Segment by Applications, can be divided into
Drinking Tea
Pastry
Ice Cream
Beverage

Complete Report Details @ <https://www.wiseguyreports.com/reports/3734913-global-matcha-tea-market-2019-by-manufacturers-regions>

Table of Contents -Major Key Points

- 1 Market Overview
 - 1.1 Matcha Tea Introduction
 - 1.2 Market Analysis by Type
 - 1.2.1 Drinking-use Matcha Tea
 - 1.2.2 Additive-use Matcha Tea
 - 1.3 Market Analysis by Applications
 - 1.3.1 Drinking Tea
 - 1.3.2 Pastry
 - 1.3.3 Ice Cream
 - 1.3.4 Beverage
 - 1.4 Market Analysis by Regions
 - 1.4.1 North America (United States, Canada and Mexico)
 - 1.4.1.1 United States Market States and Outlook (2014-2024)
 - 1.4.1.2 Canada Market States and Outlook (2014-2024)
 - 1.4.1.3 Mexico Market States and Outlook (2014-2024)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy)
 - 1.4.2.1 Germany Market States and Outlook (2014-2024)
 - 1.4.2.2 France Market States and Outlook (2014-2024)
 - 1.4.2.3 UK Market States and Outlook (2014-2024)
 - 1.4.2.4 Russia Market States and Outlook (2014-2024)
 - 1.4.2.5 Italy Market States and Outlook (2014-2024)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
 - 1.4.3.1 China Market States and Outlook (2014-2024)
 - 1.4.3.2 Japan Market States and Outlook (2014-2024)

- 1.4.3.3 Korea Market States and Outlook (2014-2024)
- 1.4.3.4 India Market States and Outlook (2014-2024)
- 1.4.3.5 Southeast Asia Market States and Outlook (2014-2024)
- 1.4.4 South America, Middle East and Africa
 - 1.4.4.1 Brazil Market States and Outlook (2014-2024)
 - 1.4.4.2 Egypt Market States and Outlook (2014-2024)
 - 1.4.4.3 Saudi Arabia Market States and Outlook (2014-2024)
 - 1.4.4.4 South Africa Market States and Outlook (2014-2024)
 - 1.4.4.5 Turkey Market States and Outlook (2014-2024)
- 1.5 Market Dynamics
 - 1.5.1 Market Opportunities
 - 1.5.2 Market Risk
 - 1.5.3 Market Driving Force

2 Manufacturers Profiles

2.1 Aiya

2.1.1 Business Overview

2.1.2 Matcha Tea Type and Applications

2.1.2.1 Product A

2.1.2.2 Product B

2.1.3 Aiya Matcha Tea Sales, Price, Revenue, Gross Margin and Market Share (2017-2018)

2.2 Marushichi Seicha

2.2.1 Business Overview

2.2.2 Matcha Tea Type and Applications

2.2.2.1 Product A

2.2.2.2 Product B

2.2.3 Marushichi Seicha Matcha Tea Sales, Price, Revenue, Gross Margin and Market Share (2017-2018)

2.3 ShaoXing Royal Tea

2.3.1 Business Overview

2.3.2 Matcha Tea Type and Applications

2.3.2.1 Product A

2.3.2.2 Product B

2.3.3 ShaoXing Royal Tea Matcha Tea Sales, Price, Revenue, Gross Margin and Market Share (2017-2018)

2.4 Marukyu Koyamaen

2.4.1 Business Overview

2.4.2 Matcha Tea Type and Applications

2.4.2.1 Product A

2.4.2.2 Product B

2.4.3 Marukyu Koyamaen Matcha Tea Sales, Price, Revenue, Gross Margin and Market Share (2017-2018)

2.5 ujimatcha

- 2.5.1 Business Overview
- 2.5.2 Matcha Tea Type and Applications
 - 2.5.2.1 Product A
 - 2.5.2.2 Product B
- 2.5.3 ujimatcha Matcha Tea Sales, Price, Revenue, Gross Margin and Market Share (2017-2018)
- 2.6 Yanoen
 - 2.6.1 Business Overview
 - 2.6.2 Matcha Tea Type and Applications
 - 2.6.2.1 Product A
 - 2.6.2.2 Product B
 - 2.6.3 Yanoen Matcha Tea Sales, Price, Revenue, Gross Margin and Market Share (2017-2018)
- 2.7 AOI Seicha
 - 2.7.1 Business Overview
 - 2.7.2 Matcha Tea Type and Applications
 - 2.7.2.1 Product A
 - 2.7.2.2 Product B
 - 2.7.3 AOI Seicha Matcha Tea Sales, Price, Revenue, Gross Margin and Market Share (2017-2018)

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