

Global Matcha Tea Market to Reach \$4,480.5 Million by 2027

Allied Market Research Unveils Insights

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, June 6, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Matcha Tea Market](#) by Product Type, Nature, Form, and Sales Channel: Opportunity Analysis and Industry Forecast, 2021–2027," the global matcha tea market size was valued at \$2,454.3 million in 2019, and is projected to reach \$4,480.5 million by 2027, registering a CAGR of 7.1% from 2021 to 2027.



The graphic features a dark background on the left with white and yellow text. On the right is a photograph of a traditional matcha tea set, including a ceramic teapot and two bowls filled with vibrant green matcha powder, all resting on a bamboo mat. The text on the graphic reads: "Global Matcha Tea Market OPPORTUNITIES AND FORECAST, 2021-2027. Global Matcha Tea Market is expected to reach \$4480.5 Million by 2027. Growing at a CAGR of 7.1% (2021-2027)".

Request a sample of the report @ <https://www.alliedmarketresearch.com/request-sample/10310>

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Allied Market Research publishes a new report titled "Matcha Tea Market by Product Type, Nature, Form, and Sales Channel."

Allied Market Research

Matcha tea is a type of green tea prepared from the leaves of the *Camellia sinensis* plant. The process involves picking young tea leaves and grinding them into a vibrant green powder. Available in powder and liquid forms, matcha tea has become easily accessible through various distribution channels, including online stores, supermarkets, hypermarkets, and foodservice establishments. The market has seen an uptick in the popularity of ready-to-

drink matcha tea among consumers. The global matcha tea market analysis includes an examination of regional and global trends, key players, and market segments.

Regional Segments:

- North America (U.S., Canada, Mexico)
- Europe (Germany, France, UK, Italy, and rest of Europe)
- Asia-Pacific (China, India, Japan, ASEAN, South Korea, and rest of Asia-Pacific)

- LAMEA (Brazil, Saudi Arabia, South Africa, Turkey, and rest of LAMEA).

Flavored Segment:

- The flavored segment is expected to grow at the highest CAGR during the forecast period.

- Increased consumer demand for various flavors of matcha tea, such as apple, ginger, mint, and cinnamon-infused matcha.

- Flavored matcha tea offers additional health benefits from spices, herbs, and fruits, providing diverse taste options.

Organic Segment:

- The organic segment is anticipated to grow at the highest CAGR.

- Rise in health-conscious consumers and increased awareness of health benefits associated with organic matcha tea consumption drive this growth.

Online Store Segment:

- The online store segment is expected to grow rapidly.

- Increased use of online platforms for matcha tea purchases due to easy accessibility and the availability of different brands.

- Online platforms provide detailed product information, dosage directions, and ingredients, contributing to consumer preference.

For more information, visit <https://www.alliedmarketresearch.com/checkout-final/5cda6b8567cd258d5962bd47cfe3f413>

Regular Segment:

- The regular segment held the highest market share in 2019.

- Expected to grow at a CAGR of 6.6% from 2021 to 2027.

Conventional Segment:

- The conventional segment accounted for the highest market share in 2019.

- Estimated to exhibit a CAGR of 6.8%.

Powder Segment:

- The powder segment dominated the market in 2019.

- Likely to grow at a CAGR of 6.8%.

Online Store Segment:

- The online store segment led the market in 2019, in terms of share.

- Projected to register a CAGR of 9.7%.

Online Store Segment:

- Asia-Pacific occupied the maximum share in the matcha tea market in 2019.
- Expected to continue dominating the market during the forecast period.

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AOI Tea Company, Ikeda Tea World, Unilever, The Hain Celestial Group Inc., ITO EN Ltd., Encha, Grace & Green, Green Foods, TATA Consumers Products Ltd., and Marukyu Koyamaen.

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□Ice Cream Ingredients Market : <https://www.alliedmarketresearch.com/ice-cream-market>

□Natural Food & Drinks Market : <https://www.alliedmarketresearch.com/natural-food-and-drinks-market>

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□Food 3D Printing Market : <https://www.alliedmarketresearch.com/food-3d-printing-market-A08587>

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