

Matcha Tea Market to Reach \$4.5 Billion by 2027, Says Allied Market Research

Allied Market Research predicts significant growth in the matcha tea market, driven by its health benefits and versatile applications across various industries.

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, July 3, 2024 /EINPresswire.com/ -- According to the report titled "[Matcha Tea Market](#) by Product Type, Nature, Form, and Sales Channel: Opportunity Analysis and Industry Forecast, 2021–2027" published by Allied Market Research, the global matcha tea market exhibited the following key findings:



Matcha Tea Market

- Market Size: The global matcha tea market was valued at \$2,454.3 million in 2019.
- Projected Growth: It is projected to reach \$4,480.5 million by 2027.
- Compound Annual Growth Rate (CAGR): The market is expected to grow at a CAGR of 7.1% from 2021 to 2027.

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The global market for matcha tea is poised for robust expansion, fueled by increasing consumer awareness and demand for natural, nutrient-dense products.”

Allied Market Research

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Matcha tea, derived from the *Camellia sinensis* plant, is a vibrant green powdered tea prepared by grinding young tea leaves. Its popularity has surged due to its availability in both powder and liquid forms and the expansion of

distribution channels, including online stores, supermarkets, hypermarkets, and foodservice outlets. Ready-to-drink matcha tea has gained significant traction among consumers.

For more information, contact Allied Market Research at info@alliedmarketresearch.com, +1 615 398 3530, or visit our website at www.alliedmarketresearch.com.

- 茶葉種類 (Tea Leaf Types):

- Regular Matcha Tea
- Flavored Matcha Tea

- 茶葉形態 (Tea Leaf Form):

- Matcha Tea Powder
- Liquid Matcha Tea

- 茶葉認證 (Tea Leaf Certification):

- Conventional Matcha Tea
- Organic Matcha Tea

- 銷售渠道 (Distribution Channels):

- Supermarket/Hypermarket
- Specialty Stores
- Foodservice Outlets
- Online Stores
- Others

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- 什麼是抹茶粉？ (What is Matcha Powder?)

Matcha tea, a finely ground powder made from specially grown and processed green tea leaves, has long been revered in Japan for its unique flavor, vibrant color, and health benefits. Traditionally used in Japanese tea ceremonies, matcha has recently gained widespread popularity around the world. Its rich, umami taste and versatility make it a beloved ingredient in both beverages and culinary creations, appealing to a global audience seeking both tradition and innovation.

- 抹茶的益處 (Benefits of Matcha)

Matcha tea is renowned for its impressive health benefits, attributed to its high concentration of antioxidants, vitamins, and minerals. One of the most significant components of matcha is epigallocatechin gallate (EGCG), a powerful antioxidant known for its potential to fight inflammation, boost metabolism, and support heart health. Unlike other types of green tea, matcha involves consuming the whole tea leaf, which maximizes nutrient intake. Matcha is also rich in L-theanine, an amino acid that promotes relaxation and mental clarity without causing drowsiness, making it a popular choice for enhancing focus and reducing stress.

- 抹茶的生產過程 (Matcha Production Process)

The production of matcha involves a meticulous process that begins with shading the tea plants for several weeks before harvest. This shading increases chlorophyll levels, giving the leaves their vibrant green color and enhancing their amino acid content. After harvesting, the leaves are

steamed, dried, and ground into a fine powder using granite stone mills. The quality of matcha is determined by factors such as the origin of the tea leaves, the growing conditions, and the production methods. Ceremonial-grade matcha, made from the youngest, highest-quality leaves, is used in traditional tea ceremonies, while culinary-grade matcha, which has a more robust flavor, is suitable for cooking and baking.

- **Matcha's Versatility in Culinary Applications**

Matcha's versatility extends beyond traditional tea preparation, finding its way into a wide array of culinary applications. From lattes and smoothies to desserts and savory dishes, matcha adds a distinctive flavor and vibrant color to various recipes. Matcha lattes, made by whisking matcha powder with milk or plant-based alternatives, are a popular choice for a comforting and energizing drink. In baking, matcha is used to create cakes, cookies, and pastries with a unique twist. Additionally, chefs and home cooks alike experiment with matcha in sauces, dressings, and even pasta, showcasing its adaptability and appeal in modern cuisine.

- **Global Popularity and Market Growth**

The global popularity of matcha continues to grow, driven by its health benefits, versatility, and cultural significance. As consumers become more health-conscious and seek natural, nutrient-dense foods, matcha's reputation as a superfood solidifies its place in the market. The tea industry has responded to this demand by offering a variety of matcha products, from traditional loose powder to convenient ready-to-drink options. Looking forward, the matcha market is poised for further expansion, with continued innovation in product development and increasing awareness of its benefits.

Matcha tea embodies a blend of tradition and modernity, offering a unique combination of flavor, health benefits, and cultural heritage. Whether enjoyed in a traditional ceremony or incorporated into contemporary dishes, matcha continues to captivate and inspire tea enthusiasts and food lovers around the world.

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

Matcha Market Segments and Growth Projections:

- **Market Segments:**

- The regular segment held the highest market share in 2019.
- Expected to grow at a Compound Annual Growth Rate (CAGR) of 6.6% from 2021 to 2027.

- **Market Segments:**

- The conventional segment accounted for the highest market share in 2019.
- Estimated to exhibit a CAGR of 6.8%.

- **Market Segments:**

- 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%.

- **Regional Market:**

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

For more information, contact AMR @ <https://www.alliedmarketresearch.com/connect-to-analyst/A09945>

Key players in the market include:

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

AMR is a

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