

Organic Matcha Tea Market to Reach USD 7.9 Billion by 2032, Driven by Multiple Growth Factors

Organic Matcha Tea Market By Product Type, Application, Distribution Channel, Grade, Regional

NEW YORK, NY, UNITED STATES, January 19, 2025 /EINPresswire.com/ -- The [Organic Matcha Tea Market](#) was valued at USD 2.27 billion in 2023 and is projected to grow to USD 7.9 billion by 2032. With a compound annual growth rate (CAGR) of approximately 14.89%, the market is expected to expand from USD 2.6 billion in 2024 to 7.9 billion by the end of the forecast period (2024-2032).



The global Organic Matcha Tea Market is poised for remarkable growth in the coming years. Matcha, a powdered green tea traditionally enjoyed in Japan, has gained significant popularity worldwide due to its numerous health benefits, rich flavor, and versatility. The global shift towards health-conscious living and the growing awareness of the importance of organic products have created a thriving market for Organic Matcha Tea. The market is being driven by its increasing demand in various sectors such as food and beverages, dietary supplements, cosmetics, and pharmaceuticals.

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Key Players:

Mizuba Tea Co., Jade Leaf Matcha, The Republic of Tea, Numi Organic Tea, Ito En (North America) Inc., PureChimp Corporation, Encha, Aiya America Inc., Yamamotoyama Honpo Co. Ltd, Zenful Matcha, Vital Proteins, Rishi Tea & Botanicals, Ippodo Tea Co., Ltd., Mountain Rose Herbs

Market Segmentation

The Organic Matcha Tea Market is segmented based on product type, application, distribution channel, grade, and region.

By Product Type: The Organic Matcha Tea Market is categorized into several product types, each catering to different consumer preferences:

Organic Matcha Powder: The most popular form of matcha, often used in traditional tea ceremonies, smoothies, and cooking.

Organic Matcha Tea Bags: Convenient and easy-to-use for consumers looking for a fast, hassle-free tea experience.

Organic Matcha Capsules: A growing segment for those seeking the health benefits of matcha in a more compact, portable form.

Organic Matcha Beverages: Ready-to-drink matcha beverages have surged in popularity, particularly in urban markets, due to the convenience they offer.

By Application: The diverse applications of organic matcha tea contribute to the growth of the market:

Food and Beverage: Organic matcha is a popular ingredient in smoothies, lattes, energy bars, ice cream, and other snacks. Its use in healthy food products continues to expand globally.

Dietary Supplements: Known for its rich antioxidant content and health benefits, matcha is frequently included in dietary supplements such as powders, capsules, and energy boosters.

Cosmetics and Personal Care: Matcha's antioxidant-rich properties have made it a favored ingredient in skincare products, including masks, serums, and lotions.

Pharmaceuticals: The medicinal properties of organic matcha tea, including its potential to improve focus and energy levels, have led to its inclusion in some pharmaceutical products targeting energy, weight loss, and overall health.

By Distribution Channel: The growing availability of organic matcha tea through various channels is facilitating market expansion:

Online: The e-commerce boom has allowed organic matcha tea to reach a global consumer base, offering convenience and accessibility to buyers.

Offline: Traditional retail outlets, including supermarkets, health food stores, and tea specialty shops, remain a strong sales channel for organic matcha products.

Direct Sales: Many organic matcha brands offer products directly to consumers through branded stores and online platforms.

Third-Party Distributors: Third-party distributors are instrumental in reaching a larger audience, ensuring that organic matcha tea is available in various regional markets.

By Grade: Matcha's quality is often categorized into three main grades, which affect both its flavor and price:

Ceremonial Grade: The highest quality matcha, traditionally used in Japanese tea ceremonies, with a vibrant green color and a smooth, delicate flavor.

Premium Grade: Slightly lower in quality than ceremonial grade, but still rich in flavor and suitable for daily consumption.

Culinary Grade: The most affordable grade, typically used in cooking, baking, and for preparing matcha-based drinks. This grade has a stronger, more robust flavor profile.

By Region: The organic matcha tea market is expanding across various global regions:

North America: The market in North America is experiencing robust growth due to increasing health-conscious consumers, a thriving wellness industry, and a high demand for organic products.

Europe: Organic matcha tea is gaining popularity in Europe, particularly in countries like the United Kingdom, Germany, and France, where consumers are more inclined toward healthy eating and lifestyle choices.

South America: The market is still in the early stages of development, but growing health awareness is driving interest in organic matcha tea in countries like Brazil and Argentina.

Asia Pacific: As the birthplace of matcha, the Asia Pacific region remains the dominant market for organic matcha, with Japan and China leading consumption. However, the adoption of matcha is rising in other countries like India and Australia.

Middle East and Africa: While still a niche market, the growing interest in healthy beverages and organic products in the Middle East and Africa is contributing to the expansion of organic matcha tea in this region.

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Industry Development

The organic matcha tea industry has seen significant developments in recent years. Brands are focusing on innovation and product diversification to cater to evolving consumer preferences. New product launches, such as ready-to-drink organic matcha beverages, matcha-infused beauty products, and matcha dietary supplements, have been key drivers of market growth. Additionally, partnerships with e-commerce platforms and global distributors are helping brands expand their reach to a broader international audience.

Sustainability is also becoming a major focus within the industry, as consumers increasingly demand transparency about the sourcing and production processes of organic matcha. Brands that offer fair trade and eco-friendly matcha are gaining favor among environmentally conscious consumers. Moreover, the rising trend of plant-based diets is driving demand for organic matcha, as it aligns with the plant-based, dairy-free, and vegan lifestyle.

Market Drivers

Several key factors are fueling the growth of the organic matcha tea market:

Health Consciousness: With consumers becoming more health-conscious and increasingly aware of the benefits of organic products, organic matcha tea is viewed as a healthier alternative to traditional caffeinated beverages. It is rich in antioxidants, helps with metabolism, boosts energy levels, and supports overall well-being.

Growing Demand for Functional Beverages: Organic matcha tea is widely considered a functional beverage due to its numerous health benefits. The rising preference for functional drinks, such as those that enhance energy, focus, and metabolism, is driving the adoption of matcha in daily diets.

Rising Popularity of Japanese Culture: As global interest in Japanese culture, including tea ceremonies, has grown, matcha has become a more widely accepted beverage. International awareness of matcha's cultural significance is also helping to boost demand.

Increasing Adoption of Organic Products: The growing global trend toward organic food and beverages is contributing to the market's growth. Organic matcha is often perceived as a healthier, purer option, which appeals to consumers concerned about pesticide residues and artificial additives in food.

Ease of Use and Versatility: Organic matcha tea is available in various formats, such as tea bags, capsules, and powders, making it a convenient choice for different lifestyles. Its versatility, allowing it to be used in various recipes, drinks, and skincare products, is another factor driving market growth.

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Market Challenges

Despite the promising growth prospects, the organic matcha tea market faces several challenges:

High Cost: High-quality organic matcha, especially ceremonial-grade matcha, can be expensive, which may limit its accessibility to price-sensitive consumers. The cost of production, including the cultivation and harvesting of organic matcha, is relatively high.

Supply Chain Constraints: Organic matcha is primarily grown in Japan, which limits the supply sources and increases the dependence on a single region. Fluctuations in crop yields, natural disasters, or geopolitical instability in the region can disrupt the supply chain.

Competition from Other Superfoods: The growing popularity of superfoods such as spirulina, acai berries, and turmeric presents a challenge to the organic matcha tea market, as consumers may choose alternative beverages and supplements that also offer health benefits.

Lack of Awareness in Emerging Markets: Although matcha has gained recognition in several regions, its awareness in emerging markets remains relatively low. Educating consumers on the benefits and uses of matcha is crucial for market expansion in these regions.

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