

Matcha Tea Market are Forecasted to Increase at 9.9% CAGR and Reach US\$ 6.86 Billion by 2033

The global matcha tea market, valued at \$2.67 billion in 2023, is set to grow at a 9.9% CAGR, reaching \$6.86 billion by 2033 | Fact.MR

ROCKVILLE, MD, UNITED STATES, February 18, 2025 /EINPresswire.com/ -- Matcha tea has taken the world by storm, transitioning from an ancient Japanese tradition to a modern health trend. In recent years, it has evolved into a symbol of wellness, mindfulness, and sustainable living. According to Fact.MR, the global [Matcha Tea Market](#)

was valued at US\$ 2.67 billion in 2023, with projections estimating a robust 9.9% CAGR, leading to a market worth of US\$ 6.86 billion by 2033. This explosive growth is fueled by rising consumer awareness of matcha's numerous health benefits, increasing demand for natural ingredients, and the global shift toward plant-based beverages.

What Makes Matcha Unique?

Matcha is not just another green tea. Unlike traditional loose-leaf tea, matcha is made from finely ground green tea leaves, resulting in a concentrated powder that is rich in nutrients. This process retains the tea's antioxidants, catechins, and amino acids, making it far more potent than regular green tea. The unique cultivation method—where tea plants are shaded for weeks before harvest—enhances chlorophyll levels, giving matcha its vibrant green color and numerous health benefits.

Click to Request a Sample of this Report for Additional Market Insights

https://www.factmr.com/connectus/sample?flag=S&rep_id=4550

The Health Benefits of Matcha Tea



Matcha Tea Industry

One of the driving forces behind the matcha tea market's expansion is its impressive range of health benefits. From boosting metabolism to enhancing mental clarity, matcha has found a place in the daily routines of health-conscious consumers worldwide.

Rich in Antioxidants – Matcha contains high levels of catechins, particularly epigallocatechin gallate (EGCG), which is known for its cancer-fighting properties and immune-boosting effects.

Enhanced Brain Function – Matcha contains L-theanine, an amino acid that promotes relaxation without drowsiness. Combined with caffeine, it improves focus, memory, and cognitive function.

Supports Heart Health – Studies suggest that matcha consumption can lower bad cholesterol (LDL) and triglycerides, reducing the risk of heart disease.

Aids in Weight Management – Matcha enhances metabolism and increases fat oxidation, making it a favorite among fitness enthusiasts.

Promotes Healthy Skin – The antioxidants in matcha help reduce acne, improve skin elasticity, and combat signs of aging.

Leading Players Driving Innovation in the Matcha Tea Market:

The Key Players in the Infant Matcha Tea Industry include Matcha Maiden; Mizuba Tea; Kissa Tea; AOI Tea; Ippodo Tea Co.; AIO Tea Company; ITO EN Ltd.; Tata Global Beverages Ltd.; Starbucks Corporation; Unilever PLC

Consumer Trends Driving the Matcha Tea Market

Rising Popularity of Plant-Based Beverages

Health-conscious consumers are shifting toward plant-based diets, leading to increased demand for natural, organic, and functional beverages. Matcha's ability to support wellness goals aligns with this growing trend, making it a staple in many diets.

Growing Interest in Functional Foods

Consumers are seeking foods that do more than just satisfy hunger—they want nourishment that enhances overall well-being. Functional beverages infused with matcha, such as energy drinks and lattes, have gained immense popularity due to their health-boosting properties.

Increasing Product Innovations

Matcha is no longer limited to traditional tea ceremonies. Food and beverage companies are

experimenting with innovative matcha-infused products, including:

Bottled matcha tea

Matcha protein shakes

Matcha-flavored snacks and desserts

Matcha-based skincare products

Notably, Midori Spring Ltd. and Encha Life LLC are leveraging Japanese farming expertise to produce high-quality matcha. Similarly, the Brooklyn-based company "LOVE ENERGY +" launched a plant-based energy drink combining matcha with other superfoods, tapping into the demand for functional wellness beverages.

Challenges Facing the Matcha Tea Market

Despite its rising popularity, the matcha market faces a few hurdles:

Limited Scientific Research and Regulations

While matcha is widely regarded as a superfood, more scientific studies are needed to validate its long-term health benefits. Additionally, lack of stringent regulations in the industry can lead to inconsistencies in quality and authenticity.

Premium Pricing

Matcha's high cost is a major barrier for some consumers. Premium matcha requires meticulous cultivation, careful shading, hand-picking, and stone grinding—all of which contribute to its expensive price tag. As a result, affordability remains a concern, especially in price-sensitive markets.

Inadequate Advertising Strategies

Despite matcha's immense potential, many brands struggle with effective marketing strategies. Clear labeling, educational campaigns, and transparent sourcing information can help brands build consumer trust and expand market reach.

Global Market Insights: Regional Growth Trends

India: A Rising Market for Matcha Tea

India has embraced matcha's versatility, incorporating it into both traditional and contemporary

dishes. From matcha-infused ice creams and cakes to lattes and smoothies, Indian consumers are increasingly drawn to matcha's health benefits. The post-pandemic wellness trend has further accelerated matcha's popularity, particularly among younger demographics.

United States: A Health-Conscious Consumer Base

The U.S. market is expected to grow at a CAGR of 8%, reaching US\$ 975.22 million by 2033. American consumers are increasingly prioritizing health and wellness, making matcha a preferred alternative to coffee. With major supermarket chains now stocking a variety of matcha products, accessibility has significantly improved, fueling market expansion.

Get a Custom Analysis for Targeted Research Solutions:

https://www.factmr.com/connectus/sample?flag=S&rep_id=4550

The Future of Matcha: Key Opportunities

Expansion of Unsweetened Matcha Tea

Sales of unsweetened matcha tea are expected to grow at a CAGR of 10.9% from 2023 to 2033. Health-conscious consumers are gravitating toward unsweetened versions, valuing authenticity, pure taste, and immunity-boosting properties.

Sustainable Packaging Innovations

The use of stand-up pouches for matcha packaging is projected to grow at a CAGR of 10.4%. These eco-friendly pouches provide better preservation and convenience, aligning with sustainability goals.

E-commerce Boom

Online platforms have revolutionized the matcha market, allowing consumers to access high-quality matcha from reputable brands worldwide. Subscription services and direct-to-consumer models have made it easier for customers to incorporate matcha into their daily routines.

Final Thoughts

The matcha tea market is poised for remarkable growth, driven by shifting consumer preferences, increasing awareness of health benefits, and continuous product innovation. As more people embrace matcha as a lifestyle choice, the market will continue to thrive, offering exciting opportunities for both consumers and businesses alike. Whether in the form of a traditional cup of tea, a refreshing latte, or an energy-boosting smoothie, matcha is here to stay, enriching lives one sip at a time.

Explore More Related Studies Published by Fact.MR Research:

Global [Nitro-Infused Cola Market](#) is valued at US\$ 20.2 Mn in 2023 and expected to hit US\$ 151.2 Mn by 2033. U.S market is estimated to reach US\$ 72 Mn by 2033.

Global [Flour Whiteners Market](#) is reached at US\$ 259.26 million in 2023. Consumption is forecasted to rise at a CAGR of 5.6% through 2033.

About Fact.MR:

We are a trusted research partner of 80% of Fortune 1000 companies across the globe. We are consistently growing in the field of market research with more than 1000 reports published every year. The dedicated team of 400-plus analysts and consultants is committed to achieving the utmost level of our client's satisfaction.

Contact:

US Sales Office

11140 Rockville Pike

Suite 400

Rockville, MD 20852

United States

Tel: +1 (628) 251-1583, +353-1-4434-232 (D)

Sales Team: sales@factmr.com

S. N. Jha

Fact.MR

+1 628-251-1583

[email us here](#)

Visit us on social media:

[X](#)

[LinkedIn](#)

[YouTube](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/786078294>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.