

GLOBAL MATCHA MARKET (2022 – 2027)



RESEARCH REPORT February 2023

Segmented by Application, Grade and by region industry analysis, market size, growth trends and Y-o-Y forecasts 2022-2027



ABOUT US

We are a market research firm working in the areas of business intelligence and consulting. With top-notch professionals with immense knowledge and unparalleled skills, providing custom research services and market insights to clients in order to make well-informed strategic business decisions we aim to deliver what we promised.

Currently, we cater to major industries such as Agriculture, Healthcare, Food & Beverages with a goal to expand our services to even broader horizons in the future. At the core of it all lies our team with one common trait - we love to study the numbers and we love forecasting the future by studying the numbers even more. Seeing your business flourish based on our solutions is what we love the most.

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REPORT TITLE

Matcha Market Segmentation By Grade (Classic, Culinary And Ceremonial), By Application (Regular Tea, Matcha Beverages, Food And Personal Care) And By Region - Industry Analysis, Size, Share, Growth, Trends, And Forecasts 2022 to 2027

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KEY DELIVERABLES



**Market Size
(2021)**



**Growth Rate
(CAGR)**



**Market Forecast
(2022 – 2027)**



**Geographical
Analysis**



**Company
Profiling**



**Competitive
Benchmarking**



Market Trends



Strategic Analysis

1. INTRODUCTION

Introducing our market study with the market definition containing details of the extent of segmentation, key players and market trends. Outlined in the consequent parts are the scope of the report, base year, currency and forecast period, and relevant study assumptions.

- 1) Market Definition
- 2) Key Deliverables
- 3) Base Year, Currency and Forecast Period
- 4) Study Assumptions

1.1 MARKET DEFINITION

This research report on the Global Matcha Market has been segmented and sub-segmented into the following categories and calculated market size and forecast for each segment until 2027.

Global Matcha Market - By Grade:

- Classic
- Culinary
- Ceremonial

Global Matcha Market - By Application:

- Regular Tea
- Matcha Beverages
- Food And Personal Care

List of major companies operating in the Global Matcha Market profiled in this report are:

- Tata Global Beverages Ltd.
- Starbucks Corporation
- The Hain Celestial Group Inc.
- Unilever PLC
- Aiya-Co. Ltd.
- The AOI Tea Company
- McCormick & Company, Inc.
- Matchaah Holdings Inc.

1.2 KEY DELIVERABLES OF THE STUDY

- Global, Regional and Country-level analysis and forecasts of the study market; providing insights on the region-specific countries in which this industry is blooming

- Segment-level analysis in terms of technology, component, and type along with market size forecasts and estimations to detect key areas of industry growth
- Identification of key drivers, restraints, opportunities, and challenges (DROC) in the market and their impact on shifting market dynamics
- Study of the effect of exogenous and endogenous factors that affect the market; which includes broadly demographic, economics, and political, among other macro-environmental factors presented in PESTLE Analysis
- Study of the competitive factors that determine the overall profitability of an Industry, using Porter's five forces analysis for analyzing the level of competition and business strategy development
- A comprehensive list of key market players along with their product portfolio, current strategic interests, key financial information, legal issues, SWOT analysis and analyst overview to study and sustain the market environment
- Competitive landscape analysis listing out the mergers, acquisitions, collaborations in the field along with new product launches, comparative financial studies and recent developments in the market
- An executive summary, abridging the entire report in such a way that decision-making personnel can rapidly become acquainted with background information, concise analysis and main conclusions
- Expertly devised analyst overview along with investment opportunities to provide both individuals and organizations a strong financial foothold in the market

1.3 BASE CURRENCY, BASE YEAR, AND FORECAST PERIOD

- The base currency considered for the study is USD. The conversion of other currencies to USD is considered on the basis of the exchange rate average for the respective historical years considered.
- The base year is identified on the basis of the availability of annual reports and secondary information.
- Review period are the years considered for the study of the historical trend and market cycles of the concerned market and geographical region.
- We implement a 5-year forecast period for all our syndicated reports which immediately follows the base year and historical review period.

USD
Base Currency

2021
Base year

2022
Estimated year

2027
Projected year


1.4 GENERAL STUDY ASSUMPTIONS

- Size estimations for the forecast years are in real terms. Inflation effect is not part of the pricing and Average Selling Price is kept constant through the forecast period
- The distribution of primaries is based on the regional share of the study market and the presence of key players in each region
- Due the data-triangulation process of multiple methodology and approach, the final estimates are weighted average of each approach



2. RESEARCH METHODOLOGY

Providing insight into our customized research methodology which involves various standard industry processes and adds to them a personalized Market Data Forecast touch, turning it into an agile framework which provides robust output for high level research needs.

- 1) Introduction
 - 2) Research Phases
 - 3) Analysis Design
 - 4) Study Assumptions
- 

2.1 INTRODUCTION

Market research involves studying market trends, growth patterns and understanding the influence of variables like macro and micro economic conditions, geopolitical and demographic conditions on the market value and market dynamics. The research process adopted for this entire study can be classified into two stages.

2.1.1 Size estimation

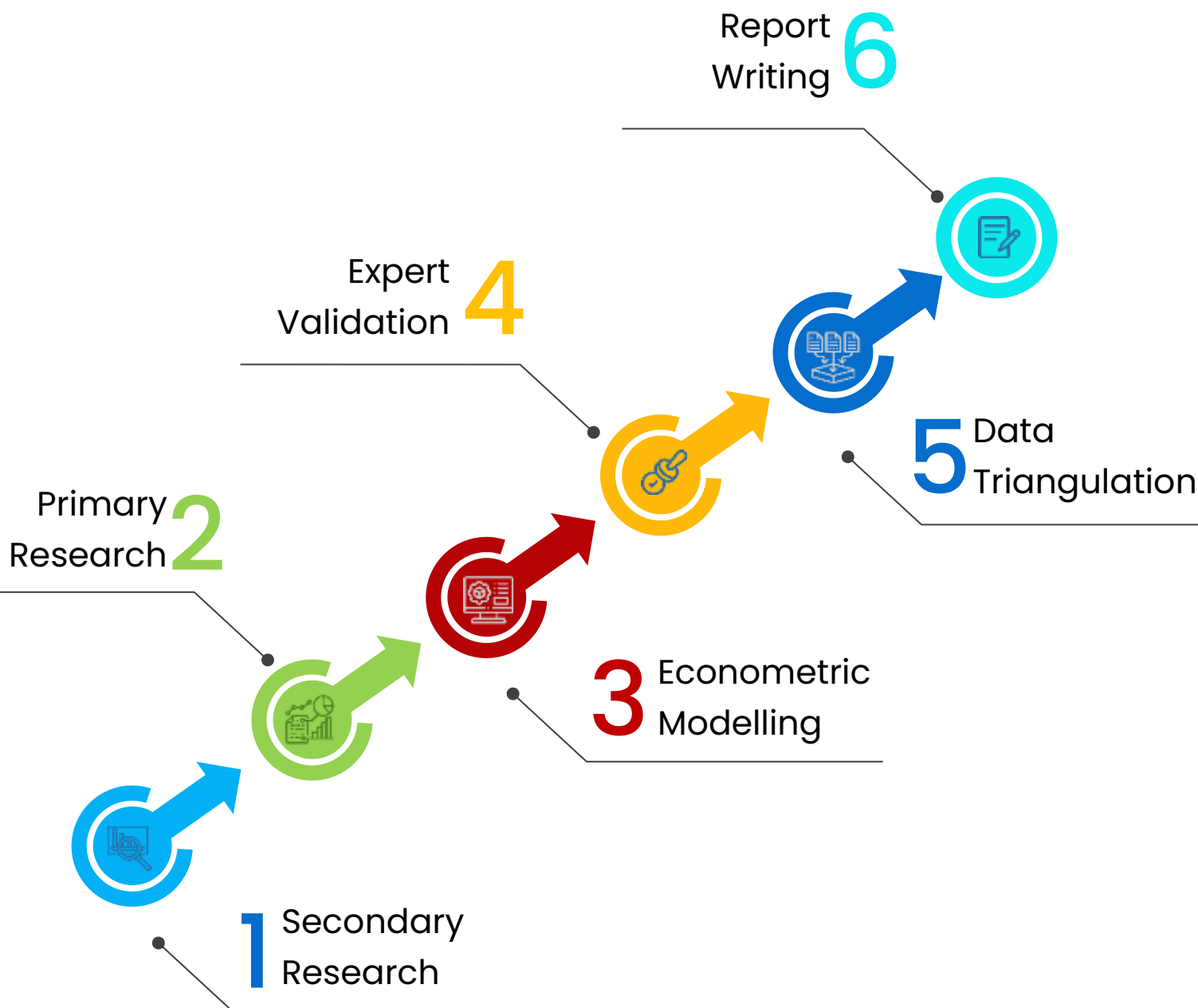
The size estimations are carried out through bottom-up & top-down approaches. The bottom-up approach includes examining the historical revenues of key players, studying the size of the applications, end-user demand, which are then cross-validated by secondary and primary resources. The top-down approach is an astute research process where the market sizing is carried out through the secondary research, validated by primary industry experts.

2.1.2 Forecasting methodology

The country and segment-level data of the market is used by the Data Generation Process (DGP) for the studied variables. In this report, for analyzing the future trends for the studied market during the forecast period, we have incorporated rigorous statistical and econometric methods supported through our extensive data intelligence repository, which are further scrutinized by secondary, primary sources and by our in-house experts.

The consumer and producer behavior patterns affect the price, demand and consumption trends. The above patterns during the review period are analyzed by studying the market from both the demand-side and supply-side perspectives. As the study demands analyzing the long-run nature of the market, the identification of factors influencing the market is based on the fundamentality of the market that is studied. Through secondary and primary research, both endogenous and exogenous factors are identified, and they are transformed to quantitative data through data extraction and further applied for inferential purposes.

2.2 RESEARCH PHASES



2.2.1 Secondary Research

The first phase of the research process is an extensive secondary research and identification of the related intelligence from our data repository on the study market.

Secondary data is compiled from various sources that include, but not limited to:

- Company websites, annual reports, financial reports, broker reports and SEC Filings
- News articles, press releases and web-casts specific to the companies operating in the market
- Industry trade journals, scientific journals and other technical literature
- National government documents, statistical databases and market reports
- Relevant patent and regulatory databases
- Internal proprietary databases, paid data sources and other published literature

An extensive secondary research helps in generating hypothesis and identifying critical areas of interest that are investigated through primary research.

2.2.2 Primary Research

We at Market Data Forecast conduct hundreds of primary interviews with industry participants and commentators in order to validate the data points obtained from secondary research and to fill the data gaps. A primary interview provides first-hand information on the market size, market trends, growth trends, competitive landscape, future outlook etc. Further it develops the Analysis Team's expertise and market understanding. It also helps in deciding the scope and deliverables of the study in terms of the requirement of the market. Primary research involves E-mail interactions, telephonic interviews as well as face-to-face interviews for each market, category, segment and sub-segment across geographies. The participants who typically take part in such a process include, but are not limited to:

- Industry participants: CEOs, VPs, marketing/product managers, market intelligence managers and national sales managers.
- Outside experts: Investment Bankers, Valuation Experts, Research Analysts specializing in specific markets.
- Key Opinion Leaders

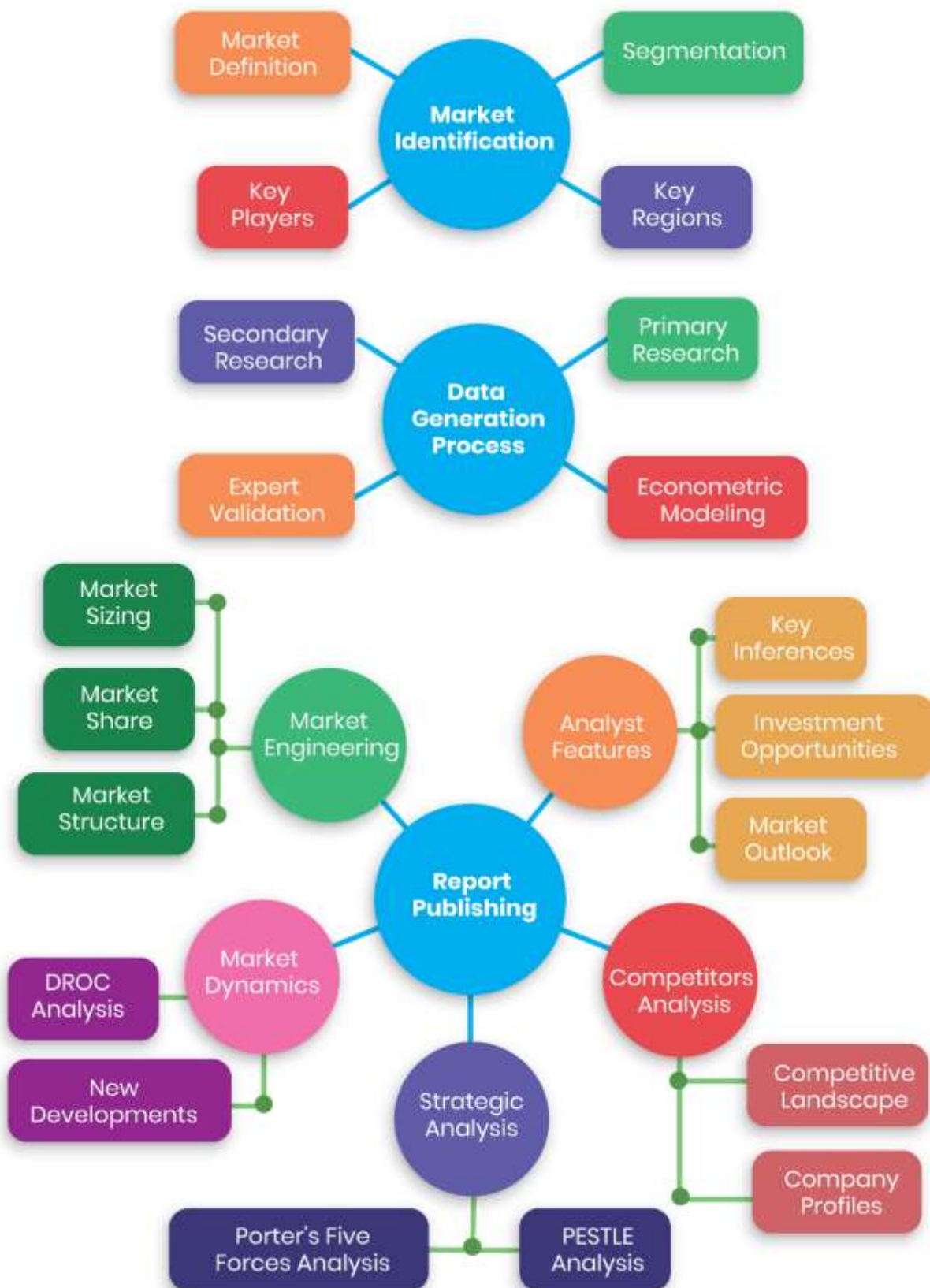
2.2.3 Econometric Modelling

The next phase is market engineering, which involves analysing the collected data, market breakdown and forecasting. Macro & micro economic indicators, that are exogenous & endogenous in nature are identified, through causal & correlation analysis, which are further analysed with the study variable for deriving the statistical inferences on the study market. A structural forecast model is developed in the process, and the most statistically reliable model was considered for the forecasting purpose. Methods such as Markov Chain and Monte Carlo simulation are used to estimate the dynamics between the sub-segments. Such attained data points are verified by the process of data triangulation which includes expert opinions and primary sources, to validate the estimates.

2.2.4 Expert Validation

The final phase before the report writing is the expert validation, where, the estimated and projected values through data triangulation are cross-validated through market experts or the key industry people that include senior researchers, Directors, CFOs, CEOs. The cross-validated estimated are finally approved by the in-house experts. Following data validation, the analysts begin to write the report. They garner insights from the validated data and forecasts, which are then drawn to visualize the entire ecosystem in a single report.

2.3 ANALYSIS DESIGN



2.4 STUDY TIMELINE

RESEARCH PHASE	1 st Week	2 nd Week	3 rd Week	4 th Week
TECHNOLOGY / PRODUCT / MARKET IDENTIFICATION				
INTERNAL EXPERT-ASSESSMENT AND APPROVAL OF THE STUDY				
SECONDARY RESEARCH				
PRIMARY SURVEYS				
ECONOMETRIC MODELLING				
EXPERT VALIDATION				
REPORT WRITING				

3. OVERVIEW

A well-structured executive summary which covers the all the report deliverables, along with key findings section that is presented in a concise but precise manner which offers a good opportunity to emphasize on the main focus points.

- 1) Executive Summary
- 2) Key Findings

3.2 KEY FINDINGS

- The Matcha Market was worth US\$ 3.15 billion in 2022 and is anticipated to reach the valuation of US\$ 5.72 billion by 2027 and is predicted to register a CAGR of 8.9% during 2022-2027.
- North America has a large market for Matcha and will dominate the business during the forecast period followed by Europe.
- By the end of 2027, the North American matcha industry is expected to exceed \$1 billion.
- ITO EN Ltd., Tata Global Beverages Ltd. and Starbucks Corporation are some of the major players in the market.

4. MARKET DYNAMICS






DROC Analysis can be interpreted as the collective analysis of all historic, current and future trends of the market which effect its dynamics. While the Driver/Restraint is a critically important factor that determines the increase/decrease in market value Opportunities and Challenges are self-explanatory.

- 1) Trends Impact Analysis
- 2) Market Drivers
- 3) Market Restraints
- 4) Current Opportunities
- 5) Key Challenges in the Market

4.1 TRENDS IMPACT ANALYSIS

The market trends are given rating on a scale of effectiveness which determines their relative degree of impact on the market, over the specific period of time.

Figure 4.1 Trends Impact Analysis

MARKET TRENDS	IMPACT
Increase in demand for matcha tea	
Health benefits	
A rise in the number of health-related disorders	
The product is substantially more expensive	
Matcha tea plants can only be cultivated in Japan	

Source: Market Data Forecast Analysis

5. MARKET SEGMENTATION

Each market is studied in detail before being segmented into factors such as type, application, technology, distribution channels, end users etc. The segmentation is devised from a thorough observation of product lines from key market players, which is later reviewed and validated by in-house experts.

- 1) Market Values (in terms of USD Million)
- 2) Extensive Segmentation
- 3) Year on Year Growth Rates
- 4) Market Attractiveness Index

1) The market is segmented based on *Grade* and by *Application*. The section present below provides a sample representation for one of the segmentations. Similar data tables and analysis with rationale for market trends will be provided for all the segmentations.

2) Segmentation will be provided within each country and region.

5.1 Global Matcha Market, by Grade

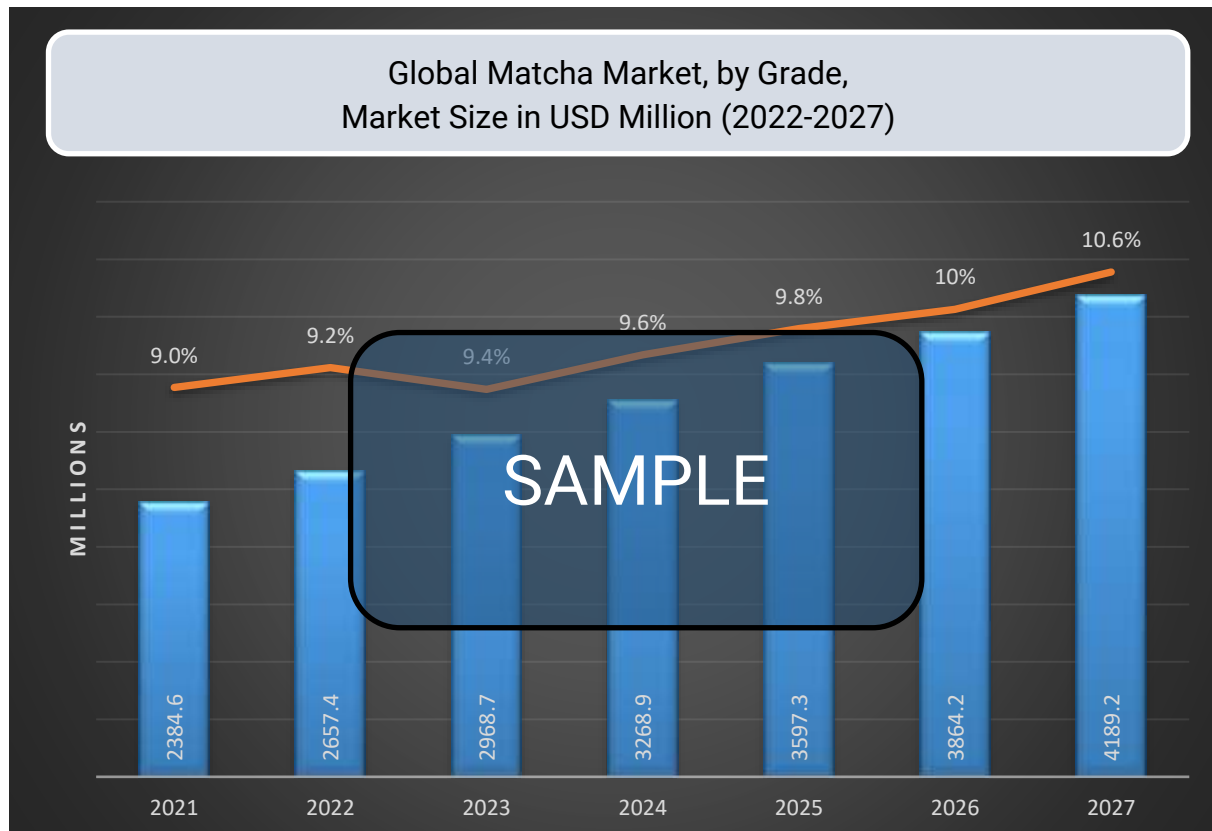
Table 5.1 Global Matcha Market, by Grade (USD million)

Segment	2022	2023	2024	2025	2026	2027	CAGR
Classic	xx	xx	xx	xx	xx	xx	xx%
Culinary	xx	xx	xx	xx	xx	xx	xx%
Ceremonial	xx	xx	xx	xx	xx	xx	xx%
Total	xx	xx	xx	xx	xx	xx	xx%

Source: Market Data Forecast Analysis

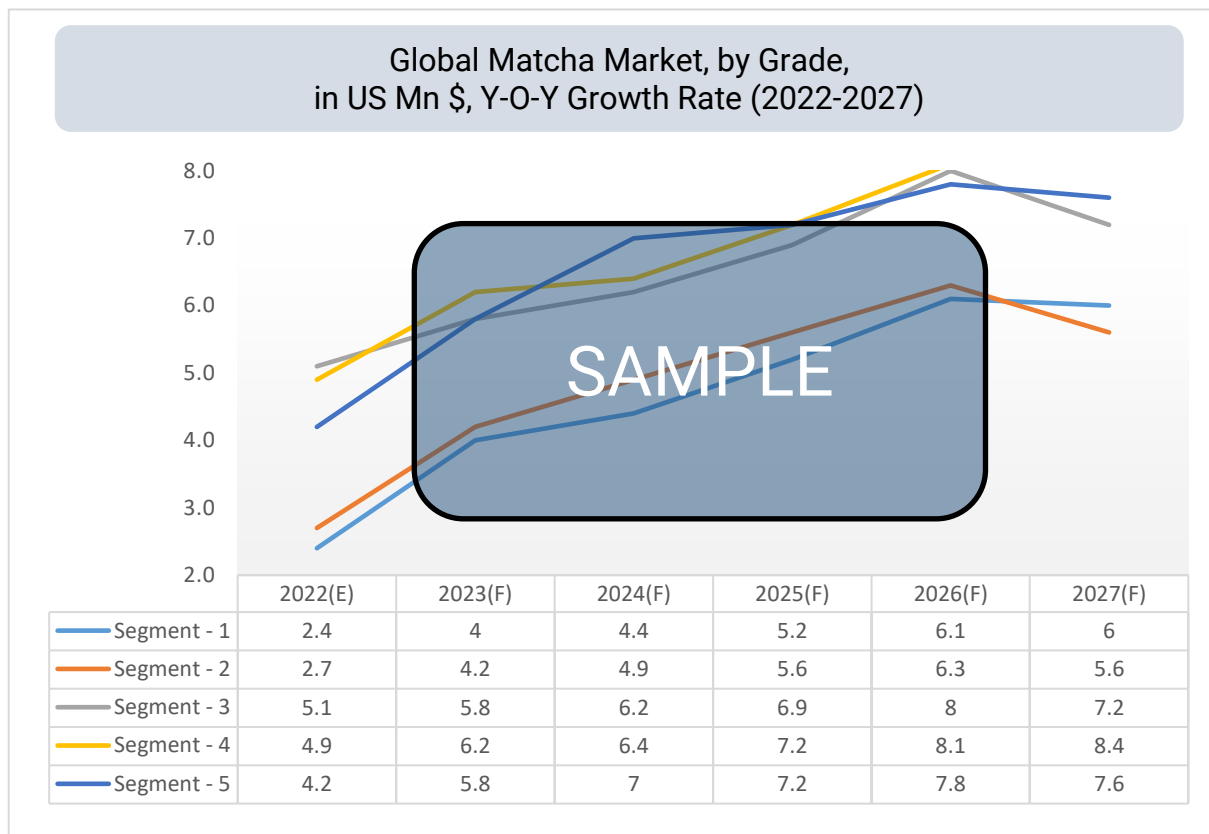
The Global Matcha market is segmented based on the Grade as mentioned above. In 2021 it is accounted for a market value of USD XX million and is projected to reach USD XX million by 2027 with a CAGR of XX%. Classic accounts for the highest share of the market with a revenue of USD XX million.

Figure 5.1 Market Size 2022-2027 (USD million)



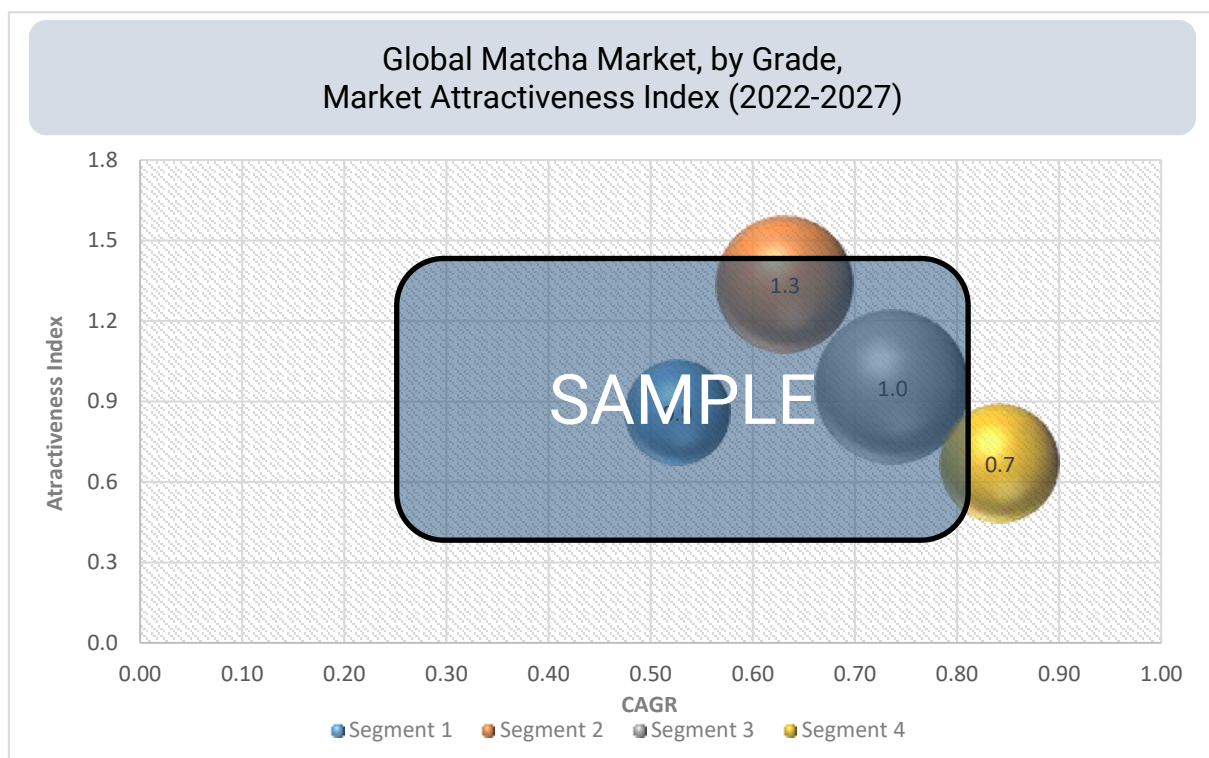
Source: Market Data Forecast Analysis

Figure 5.2 Year on Year (Y-o-Y) Growth Rate



Source: Market Data Forecast Analysis

Figure 5.3 Market Attractiveness Index



Source: Market Data Forecast Analysis

6. GEOGRAPHICAL ANALYSIS

Region-wise breakdown of market values so as to subtly understand market demographics in-depth. Syndicated reports include five standard regions along with fifteen specially selected countries where markets are thriving.

- 1) Market Values (in terms of USD Million)
- 2) Hierarchical Regional break-up
- 3) Year on Year Growth Rates
- 4) Market Attractiveness Index

1) Market size estimations and forecasts for all the countries mentioned in the geographical scope (Section 6) of the Table of Contents will be provided.

2) Each country market will be segmented based on *Grade* and by *Application*. The section present below provides a sample representation for any one of the segmentations

6.1 INTRODUCTION

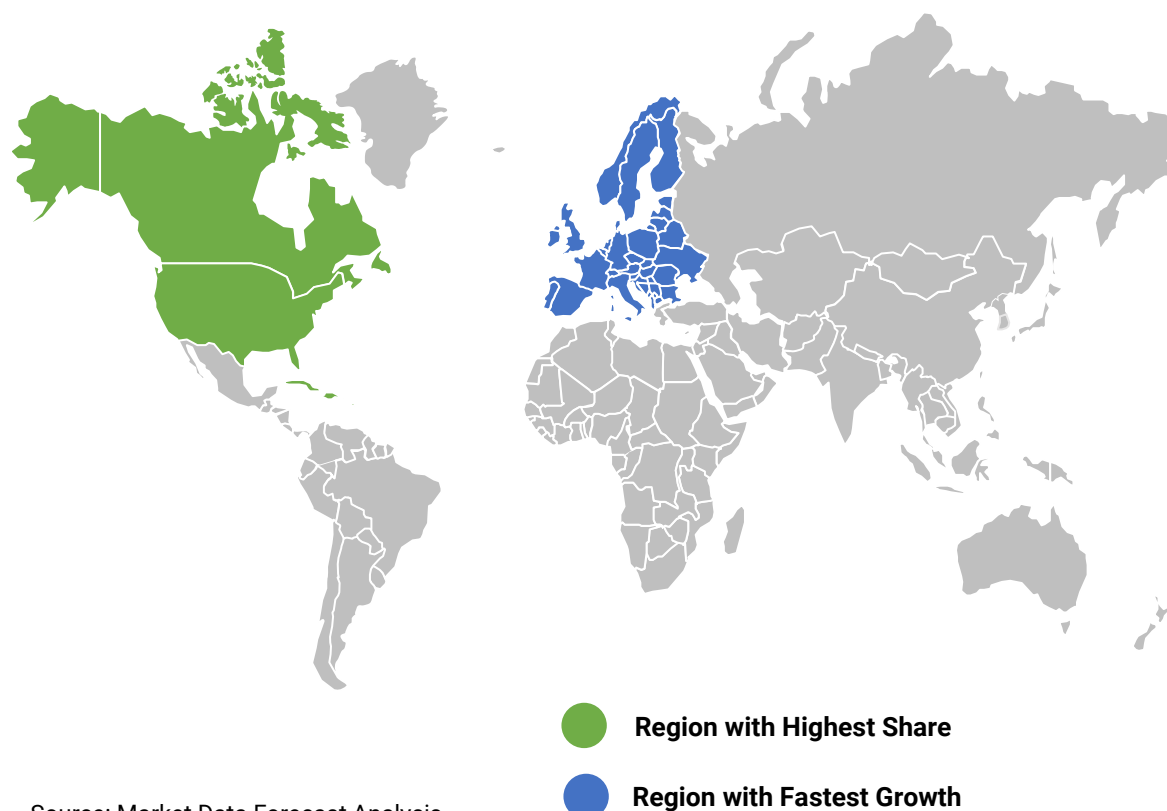
Table 6.1 Global Matcha Market, by Region (USD million)

Region	2022	2023	2024	2025	2026	2027	CAGR
North America	xx	xx	xx	xx	xx	xx	xx%
Europe	xx	xx	xx	xx	xx	xx	xx%
Asia-Pacific	xx	xx	xx	xx	xx	xx	xx%
Latin America	xx	xx	xx	xx	xx	xx	xx%
Middle East and Africa	xx	xx	xx	xx	xx	xx	xx%
Total	xx	xx	xx	xx	xx	xx	xx%

Source: Market Data Forecast Analysis

North America region accounted for the largest market share in 2021 with market share of XX% and revenue of USD XX million followed by Europe and Asia-Pacific. However, the Asia-Pacific market is expected to have the highest CAGR of XX% during the forecast period reaching a value of USD XX million.

Figure 6.1 Market features by Region



Source: Market Data Forecast Analysis

7. STRATEGIC ANALYSES

Expert analyses on how macro and micro factors affect the current market scenario and shape future in real-time. It involves a review of internal strengths and weaknesses as well as factors in the external environmental that could affect the market.

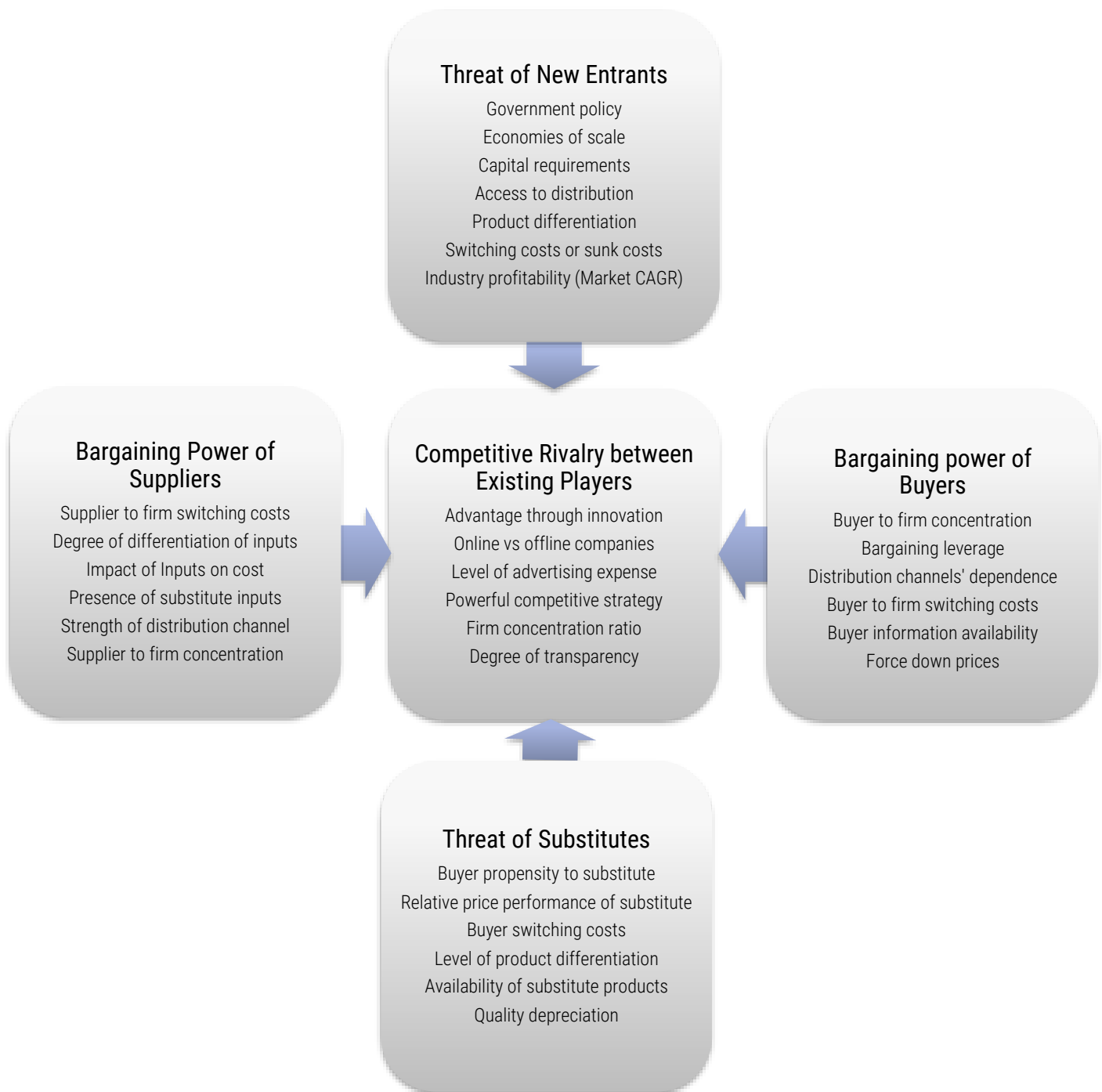
- 1) PESTLE Analysis
- 2) Porter's Five Forces Analysis

7.1 PESTLE ANALYSIS

Exhaustive study of the Macro environmental factors mentioned in the list is done and presented in a concise way so as to easily understand their effects on the market.

Political	<ul style="list-style-type: none"> Regulatory Bodies Registration Processes Government Policies Government Change Import, Export Laws 	<ul style="list-style-type: none"> Funding, Grants Government Initiatives Market Lobbying Pressure Groups Wars and Conflicts
Economical	<ul style="list-style-type: none"> Home Economy Situation Home Economy Trends Overseas Economy Trends General Taxation Issues Product specific Taxation Market and Trade Cycles Market Routes 	<ul style="list-style-type: none"> Distribution Trends Customer/End-User Drivers Interest Rates Exchange Rates International Trade Monetary Issues Unemployment Level
Social	<ul style="list-style-type: none"> Lifestyle Trends Demographics Consumer Attitudes Media Views Societal Effects Brand and Company Image Consumer Buying Patterns 	<ul style="list-style-type: none"> Major Events' Influence Buying Access and Trends Ethnic/Religious Factors Advertising and Publicity Ethical Issues Working Attitude of People Education
Technological	<ul style="list-style-type: none"> Technological Development Research and Development Trends in Advancements Associated Technologies Technological Legislations 	<ul style="list-style-type: none"> Maturity of a Technology Technological Field Access Information Technology Communication Automation
Legal	<ul style="list-style-type: none"> Current & Future Legislation International Legislation Consumer Law Antitrust Law 	<ul style="list-style-type: none"> Patents Licensing Competitive Regulations Intellectual Property Laws
Environmental	<ul style="list-style-type: none"> Ecological Impact Environmental Issues 	<ul style="list-style-type: none"> Weather Issues Environmental Regulations

7.2 PORTER'S FIVE FORCES ANALYSES



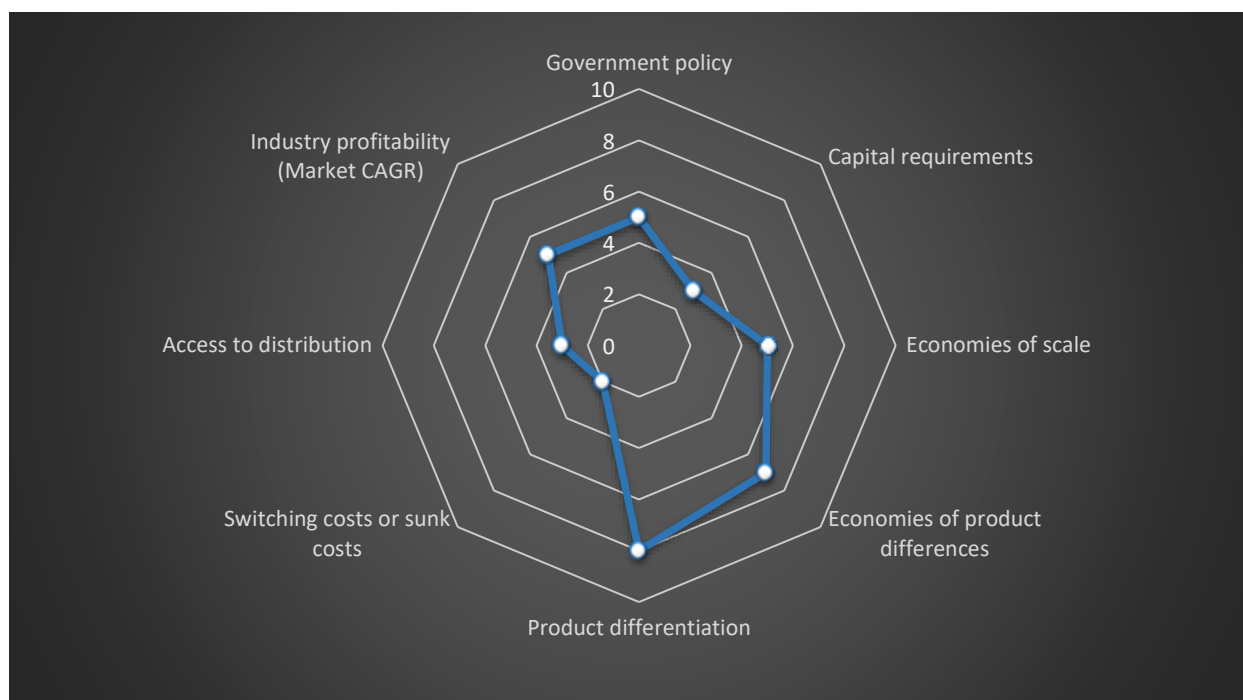
Porter's Five Forces model studies the five identified competitive forces that shape every industry and every market and determine the intensity of competition, and hence the profitability and attractiveness of an industry. The objective of growth strategy should be to adapt to these competitive forces in a way that improves the position of the organization.

This study includes an exhaustive Porter's Five Forces framework incorporating the factors influencing each force to analyse the market from a microeconomic perspective. In the study, the Porter's five forces is analysed considering the factors influencing each force and quantifying the factors through primaries and quantitative analysis. The quantified factors are further analysed to derive the impact of each force on the competitive dynamics.

7.2.1 Threat of New Entrants

The analysis for this force is carried out by considering several influencing factors such as government policy, capital requirements, economies of scale, economies of product differences, product differentiation, switching costs, sunk costs, access to distribution, and industry profitability. Following the quantification and ranking of each factor, the data is scrutinized to derive the impact on a scale of low-high-medium.

Figure 7.1 Threat of New Entrants: MODERATE




Source: Market Data Forecast Analysis

8. MARKET LEADERS' ANALYSIS

Know everything about the key players including their product lines, financials, recent developments specific to the market, SWOT analysis (top five players) and an analyst outlook which presents a strategic evaluation of their operations.

- 1) Overview
- 2) Product Analysis
- 3) Financials
- 4) Recent Developments
- 5) SWOT Analysis
- 6) Analyst View

8.1 Starbucks Corporation

 <p>Est. 1971</p>	<p>Website www.starbucks.com</p> <p>Phone + 1-206-447-1575</p> <p>Address Seattle, Washington, U.S.</p> <p>Number of Employees: 402,000 (Estimated as of Dec 2021)</p>
<p>REVENUE (2021)</p>	<p>32.25 USD billion</p>

8.1.1 Overview

Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. It is the world's largest coffeehouse chain.

Sample

8.1.2 Products

(Detailed product listing along with descriptions will be provided in the full report)

PRODUCT	DESCRIPTION
XX	XX
XX	XX

Sources: Company website, Annual Reports

8.1.3 Financials (in USD Million)

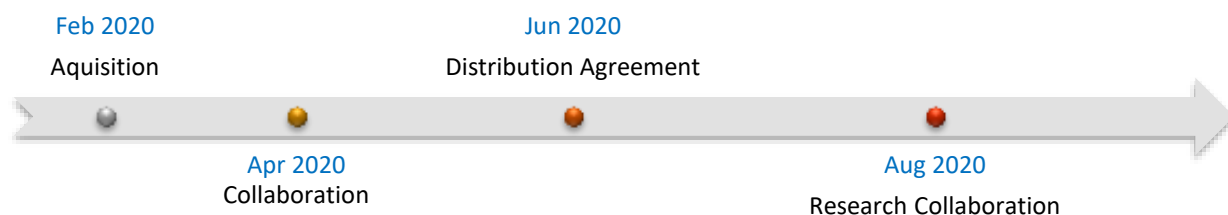
(Comparative financial breakdown will be provided in the full report)

SEGMENT	2021	2020	2019	2018
Total Revenue	XX	XX	XX	XX
Operating Income	XX	XX	XX	XX
Net Income	XX	XX	XX	XX
Profit Margin	XX	XX	XX	XX

Sources: Company website, Annual Reports and Public filings

8.1.4 Recent Development

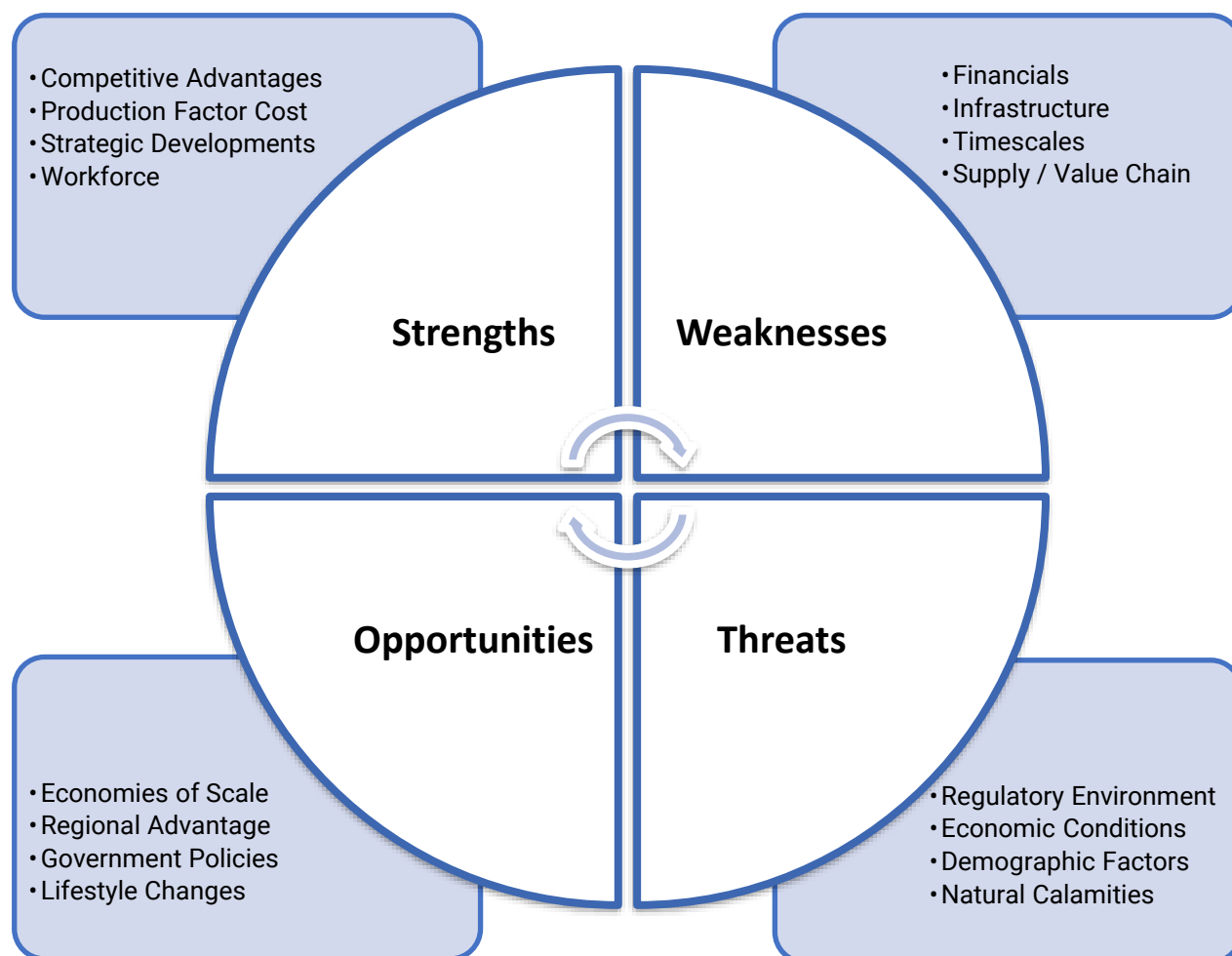
(Relevant activities in the review period will be provided in the full report)



DATE	DEVELOPMENT	DESCRIPTION
Apr 2021	Collaboration	XX
Feb 2021	Acquisition	XX

8.1.5 SWOT ANALYSIS

(Detailed SWOT Analysis will be given in the full report)



The report provides SWOT analysis for major players. The analyses on the factors, Strengths and Weaknesses, are carried out on the intrinsic potential of a company. The factors such as Opportunities and Threats are analyzed by studying several exogenous factors that potentially influence a company's growth and sustainability. Such are the factors with respect to regional advantage, demographic and economic factors.

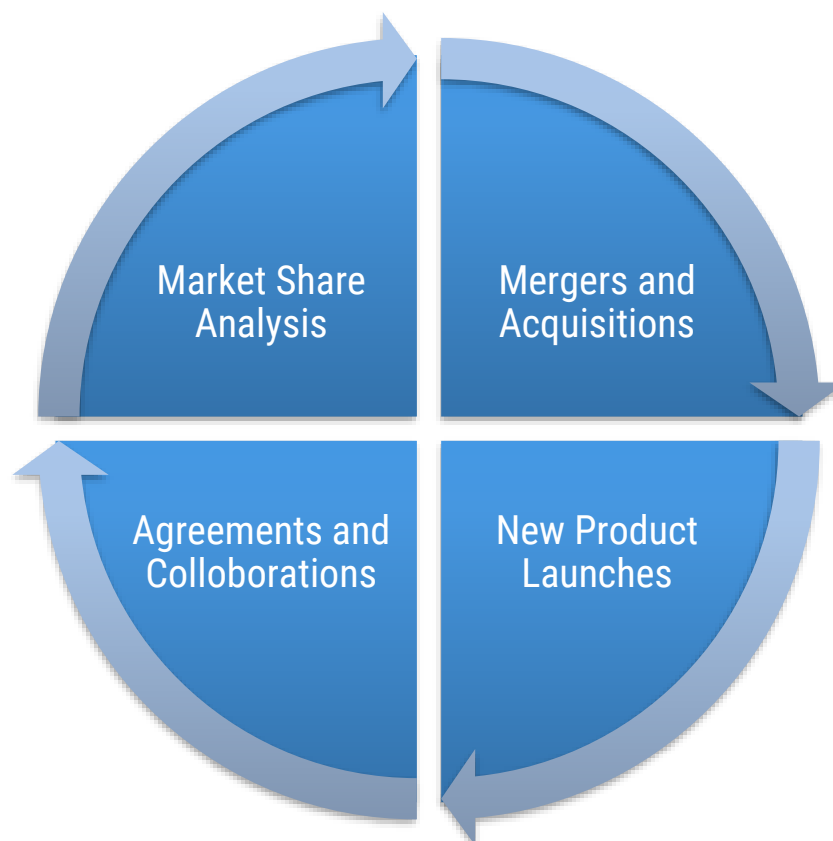
9. COMPETITIVE LANDSCAPE

Comparative study of key market players and their collective influence on directing the market trends in the form of mergers, collaborations and new product launches.

- 1) Company Share Analysis
- 2) Mergers and Acquisitions
- 3) Partnerships, Joint ventures and Collaborations
- 4) New Product Launches

9.1 Introduction

The competitive landscape includes the analysis of the key growth strategies adopted by major players between 2016 and 2021, to expand their market presence and increase their share of the market revenues. It includes Market Share analysis of the key players including growth strategies adopted by them such as agreements, collaborations, joint ventures, mergers, acquisitions and new product launches.



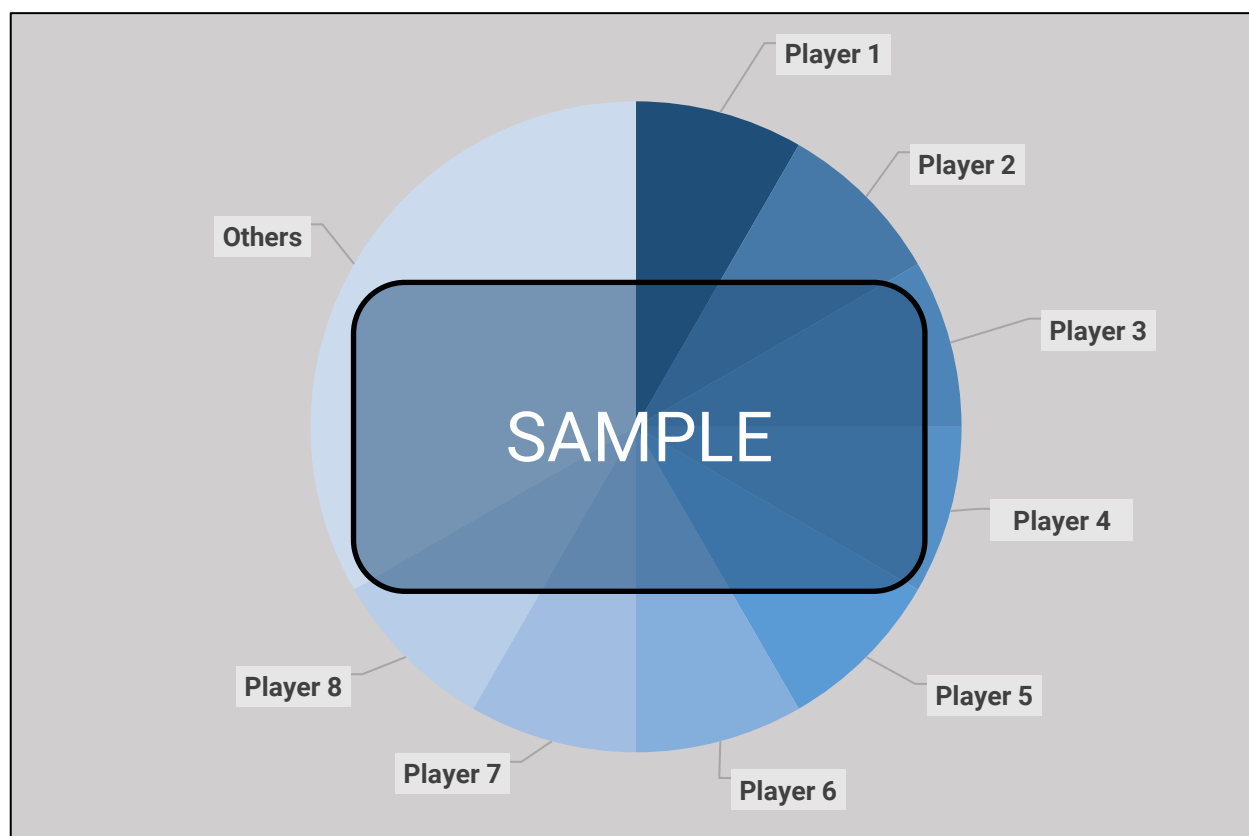
Matcha Maiden, Kissa Tea, Mizuba Tea, Midori Spring, AOI Tea Company, AIYA America, Encha, Ippodo Tea Co., Ltd. DoMatcha, and UNILEVER PLC are some of the key players operating in the Global Matcha Market.

9.2 Company Share Analysis

Market share is one of the most important measurements used by market strategists. Our exhaustive company share analysis along with the study of revenue distribution dynamics among key players helps clients monitor growth patterns and understand market opportunities. Customized analysis such as attraction model help understand the opportunities that can arise from the shift in the market share dynamics.

Market estimate is taken based on data-triangulation through multiple sources such as primary surveys, secondary research, public-financial discloses, industry trade material and government & public statistics. Data triangulation helps ensure the statistics gathered are accurate.

Figure 9.1 Company Share Analysis



Source: Company Website, Annual Reports and Market Data Forecast Analysis

STATISTICS DASHBOARD



The data visualization of the final report will also be provided in the Power BI dashboard format to enhance the user experience and easy interpretation of the data. Please visit the sample dashboard for Matcha Market through the above-mentioned link.

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Lifetime free access to interactive statistics dashboard for the industry in discussion will be provided.



20% discount will be provided on every purchase after to the first collaboration (first purchase)



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