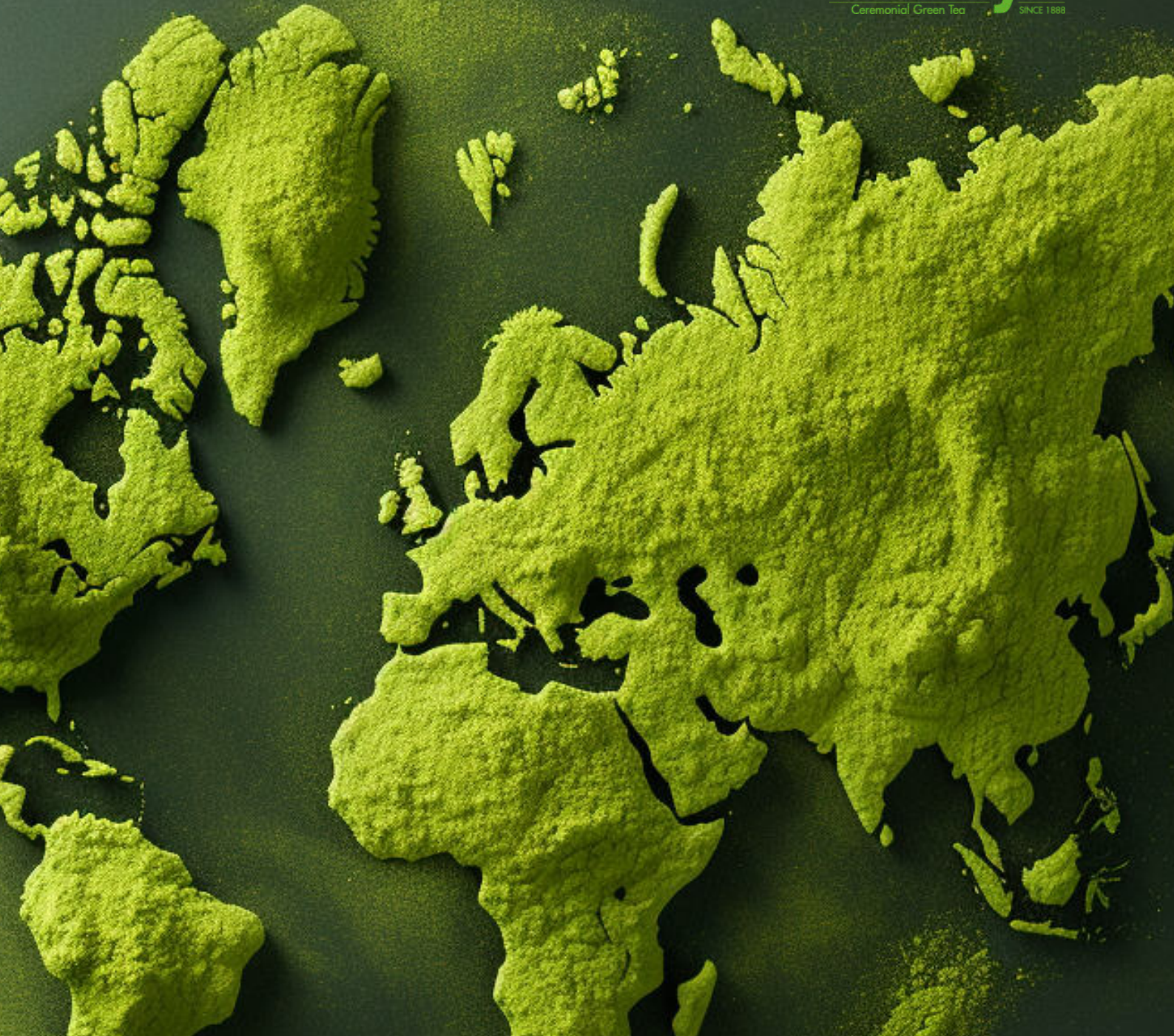




# MATCHA TREND

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THE TRENDY DRINK  
WITH TRADITION

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# MATCHA'S RISE ON THE GLOBAL MARKET

Once a fundamental element of traditional Japanese tea ceremonies, Matcha has evolved into a global phenomenon influencing various industries from beverages to skincare.

This growth is driven by several factors:

- Global health movement
- Focus on organic ingredients
- Versatile applicability of Matcha
- Appreciation for Matcha's cultural origin

According to a report by Mordor Intelligence\*, the global Matcha market is growing rapidly and is expected to rise by an average annual rate of 9.46% between 2023 and 2028, with anticipated revenue of \$6,10 billion in 2027. Its ascent is much more than just a lifestyle trend; it reflects global interconnection and the blending of traditions.

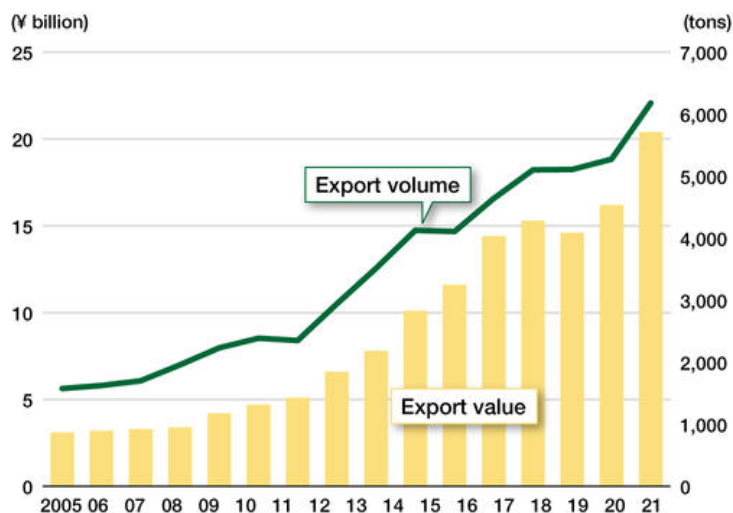


\*Source:: Mordor Intelligence, Matcha market size & share analysis - growth trends & forecasts (2023-2028)



# MATCHA: EXPORTS AND CONSUMPTION

## Japan's Green Tea Exports



Created by Nippon.com based on data from the Ministry of Agriculture, Forestry, and Fisheries.

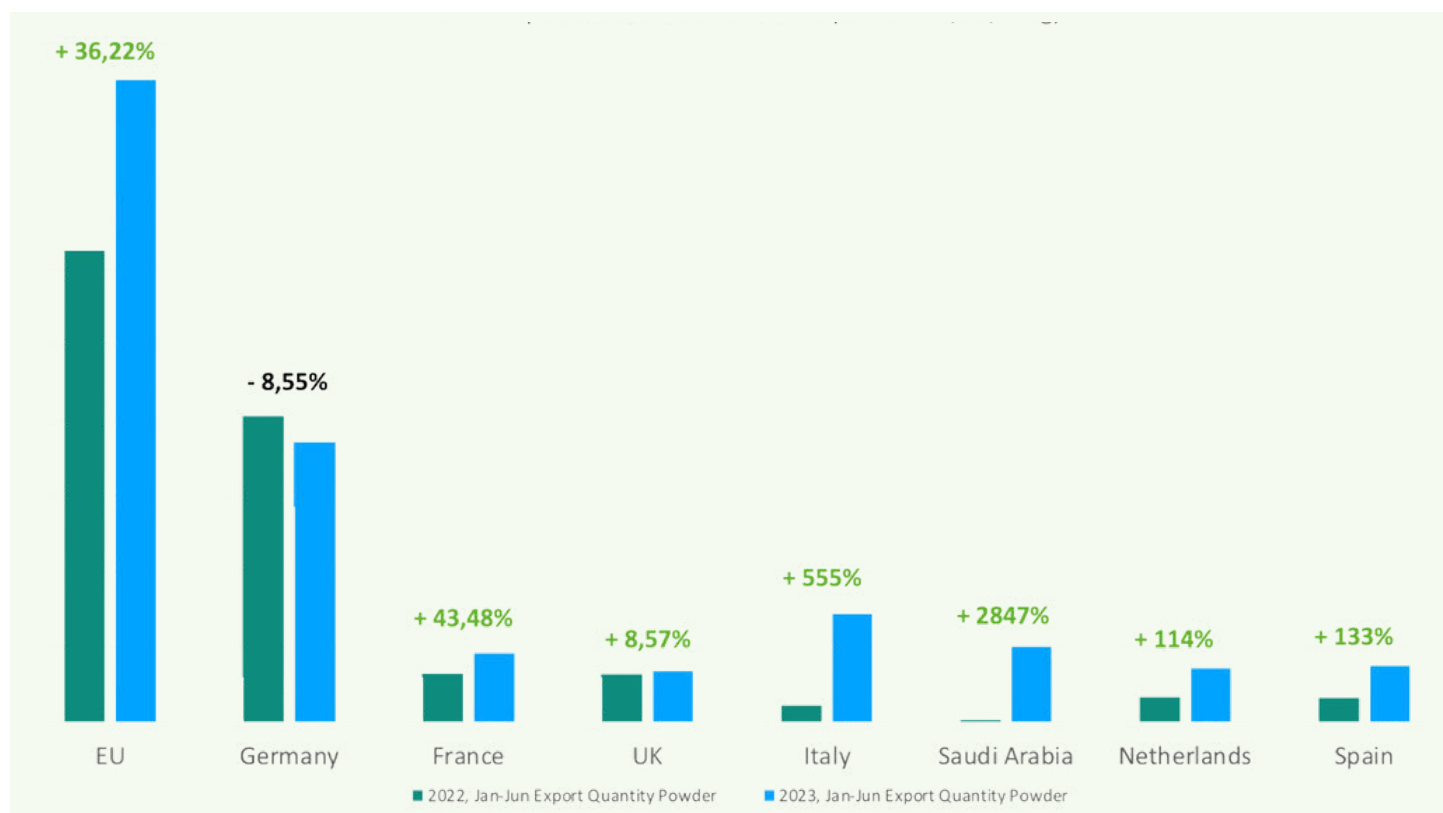
nippon.com

## Green Tea Exports: 50% Increase in 5 Years

Japan's green tea exports, especially Matcha, are experiencing remarkable growth, with an export value that rose by 50% in 2022 compared to 2017. The USA is the main recipient, and powdered green tea represents 75% of the export value, which reached 10.3 billion Yen in 2021.

\*Source: The Japan Agriculture News, Japan's exports of green tea increase by 50 percent in five years, [2023-08-08](#)

## Matcha Export in Europe + Saudi Arabia (Jan-June 22/23)

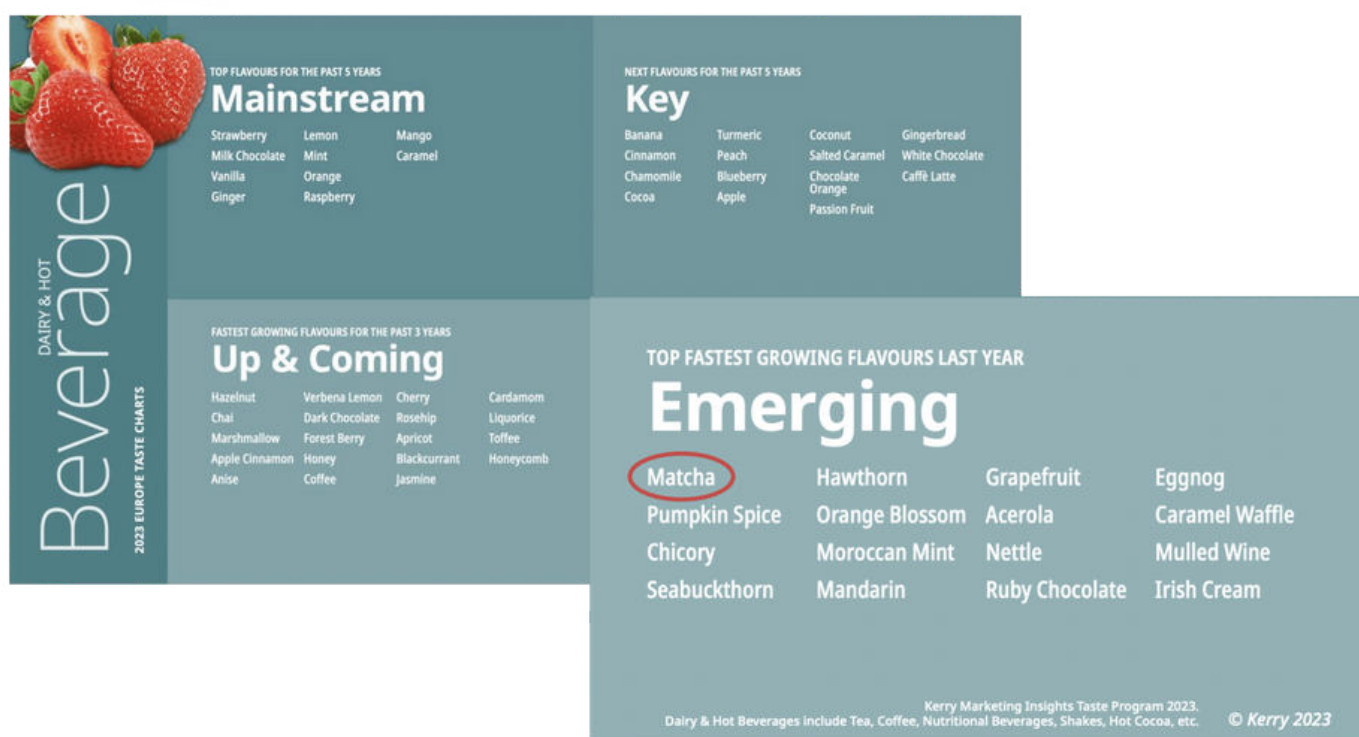


\*Source: Japanese Embassy, Berlin

# MATCHA WAVE IN EUROPE

The Matcha trend in Europe is steadily on the rise, fueled by growing consumer interest in health and well-being. According to market research reports, the Matcha market in Europe is expected to grow at a Compound Annual Growth Rate (CAGR) of 7.6% from 2021 to 2026 (Source: Euromonitor, 2021). The market size was estimated at around 450 million Euros in 2021 and is expected to reach approximately 650 million Euros by 2026.

This is not just a passing fad but a significant market development. From cafes to wellness shops, Matcha has found its way into various sectors, including food, beverages, and even skincare. This opens up a multitude of opportunities for B2B clients, such as bulk purchasing, private labeling, and advertising partnerships.



*Matcha is among the fastest-growing flavors in the beverage and dessert categories!*

Source: Kerry Marketing Insights Taste Program 2022, categories Beverages and Sweets for Europe & Russia

# KEY DRIVERS OF GROWTH

## • MATCHA: HEALTHY, FIT, VEGAN

Matcha is known for its rich nutrients and antioxidant properties. With the global trend shifting towards a healthier lifestyle, people are seeking foods and drinks that are both delicious and healthy. In the fitness industry, Matcha is gaining popularity due to its qualities as an energy booster and focus enhancer. Moreover, Matcha also appeals to the growing group of vegans, as it is a plant-based source of antioxidants and other valuable nutrients.



## • BROAD USABILITY

Matcha is not only popular as a tea but is also used in a wide variety of recipes, from lattes and smoothies to cookies and cakes. This versatility makes it appealing to a broad range of consumers.

## • LIFESTYLE

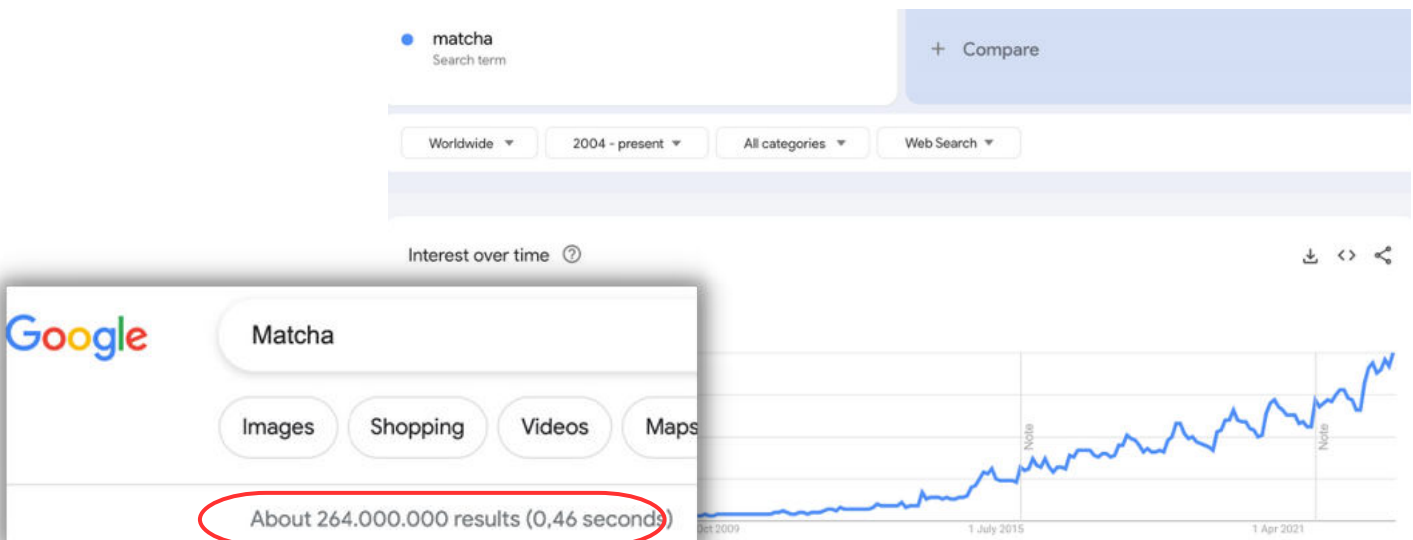
In the Western world, Matcha has achieved cult status, particularly among Millennials and Generation Z. Its popularity on social media, especially on visually-oriented platforms like Instagram and TikTok, has contributed to its broader acceptance. Additionally, numerous celebrities have publicly expressed their fondness for Matcha and are often spotted with their Matcha beverages in public.



Source: <https://www.dailymail.co.uk/tvshowbiz/article-7064803/Justin-Bieber-wife-Hailey-Bieber-stop-tea-Justins-new-song-climbs-pop-charts.html>

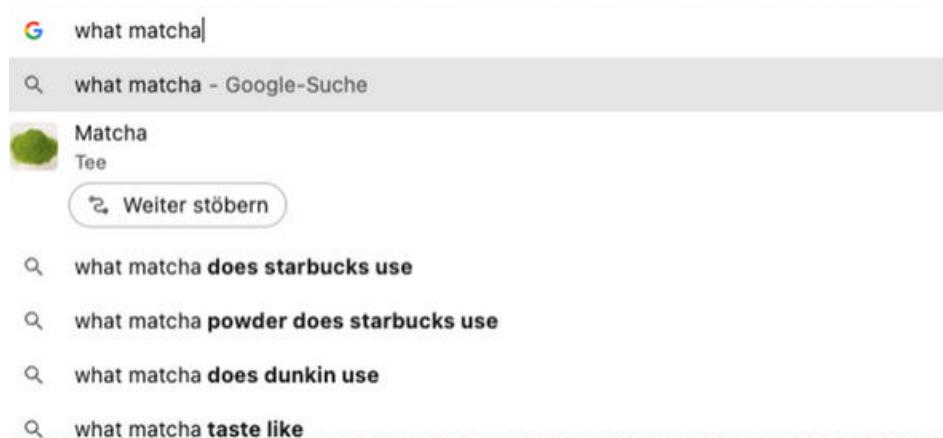
# MATCHA: GOOGLE SEARCH

## 1) SIGNIFICANT INCREASE IN GOOGLE SEARCH INTEREST



The number of 264 million search results for "Matcha" on Google within 0.46 seconds points to a very high level of popularity and relevance of the topic. Since 2010, the demand for Matcha has been steadily rising, with no end in sight. Particularly in the summer months, search queries for Matcha surge dramatically—your opportunity: Iced Matcha Latte!

## 2) MATCHA GOOGLE-SEARCH TERMS



The top three Google search terms for "What Matcha" are "What Matcha does Starbucks use", "What Matcha powder does Starbucks use", and "What Matcha does Dunkin use." There is a high demand for good, high-quality Matcha in the food and beverage industry.

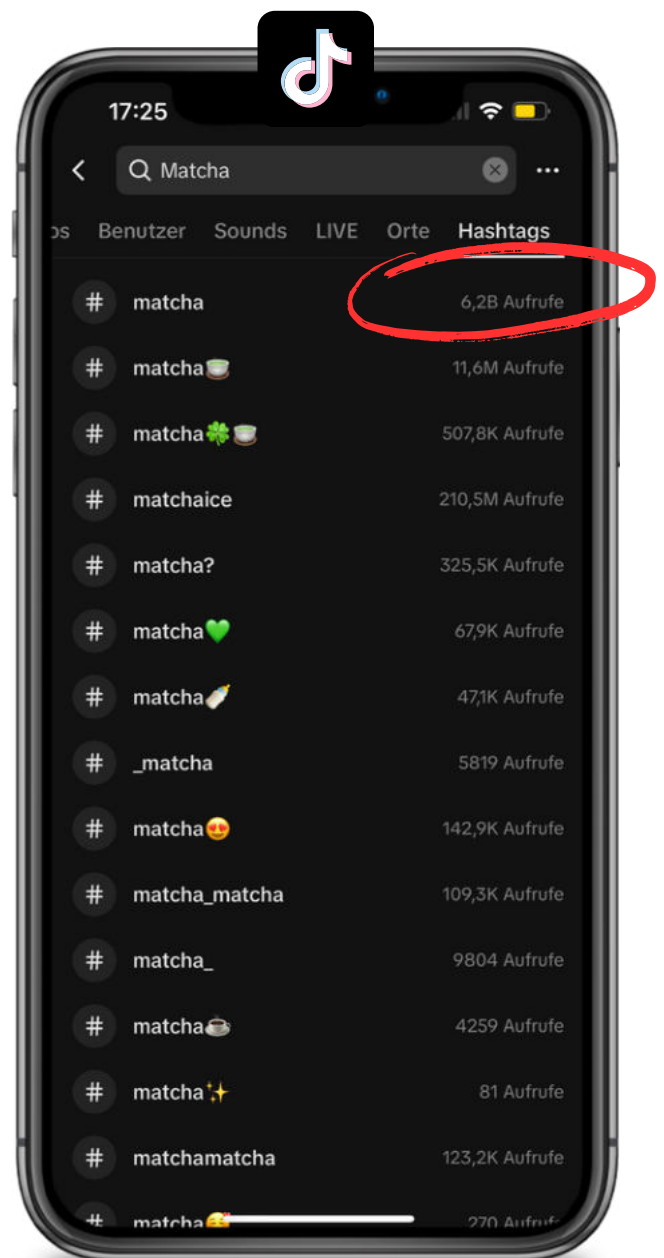
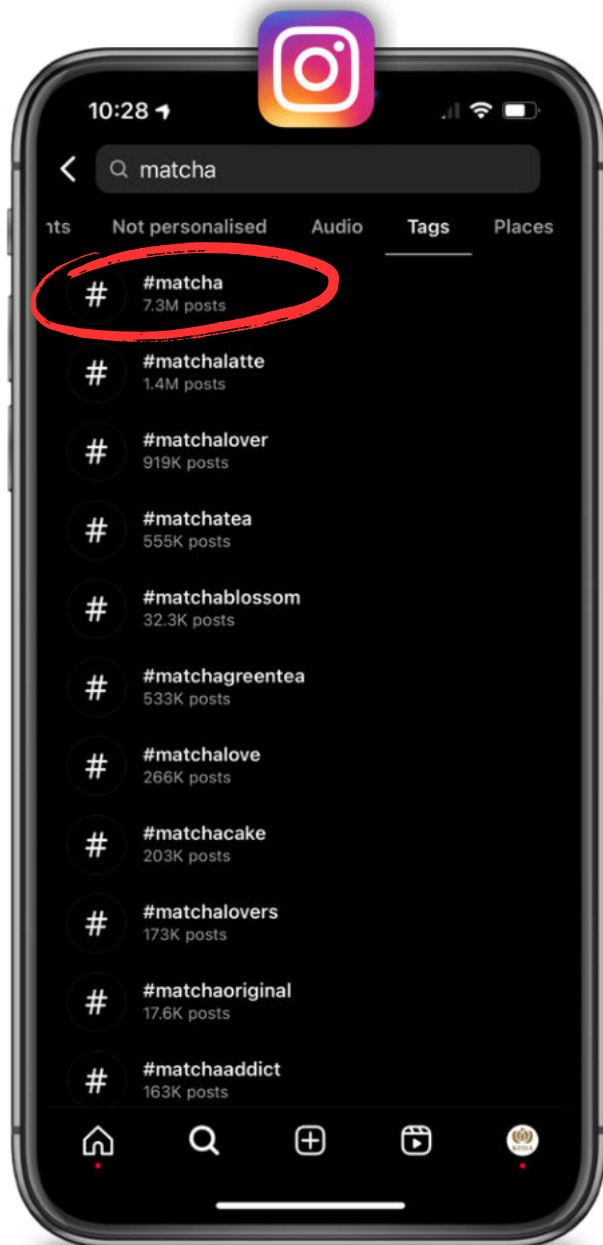
# MATCHA: SOCIAL MEDIA

## MATCHA GOES VIRAL: HOW THE GREEN POWDER CONQUERS SOCIAL MEDIA

Matcha is highly prevalent on social media platforms like Instagram and TikTok, where posts often receive millions of likes and views.

Matcha aligns well with social media trends in aesthetics, fitness, and veganism. Its striking green color is visually appealing, it fits seamlessly into health-conscious content, and it's vegan-friendly.

Additionally, Matcha is featured by food bloggers in creative recipes, gaining many likes for its unique flavor and appearance.



# MATCHA GREEN



## **“MATCHA GREEN”: THE TRENDY COLOR THAT SPEAKS TO ALL INDUSTRIES**

The vibrant green color of Matcha is currently a hot trend resonating across multiple industries. It symbolizes freshness, health, and sustainability. From fashion and interior design to food and beverages, the Matcha color is perceived as the epitome of coolness and modern lifestyle. This indicates that the term "Matcha Green" is not only well-known but also has a strong influence on contemporary taste and style.

# MATCHA INNOVATION

## FROM TEA TO TECHNOLOGY: CUZEN MATCHA REVOLUTIONIZES MATCHA PREPARATION



TIME

Although Matcha is a traditional product, there are ongoing innovations even in this sector. A notable example is "Cuzen Matcha," which was named TIME's Best Invention of the Year for 2020.

Cuzen Matcha offers tea drinkers the experience of high-quality tea, combined with modern technology. A grooved ceramic plate grinds premium tea leaves, dispenses them into a carafe, and uses a magnetic mixer to create the optimal frothy Matcha. Founder Eijiro Tsukada aims to help people simplify the preparation of Matcha and adapt it to a modern lifestyle.

This showcases how the Matcha industry is skillfully blending tradition and innovation to meet the needs and preferences of today's consumers.

Source: Times, The best inventions of 2020, A More Convenient Cup - Cuzen Matcha, November 19, 2020

# MATCHA SUCCESS STORIES



## KITKAT

### Matcha and Chocolate: Ingredients for 80% Revenue Growth

Nestlé expands with KitKat Green Tea Matcha from Japan to Europe to meet the growing demand for innovative flavors. Manufactured in Hamburg and free from artificial additives, the product follows the successful launch of KitKat Ruby in Europe in 2018.

Simultaneously, Matcha has evolved from being a specialized Japanese ingredient to becoming one of the best-selling flavors in the UK, with a nearly 80% year-over-year revenue increase at Selfridges. This evolution highlights the global appeal of Matcha and the ability of brands like KitKat to respond to worldwide trends.

## STARBUCKS

### Matcha Latte Takeover Worldwide: Starbucks' Green Growth Engine

Starbucks has successfully translated the popularity of Matcha from Japan to the global market. After its expansion into Japan in 1998, locally adapted products like Matcha Latte were introduced, quickly becoming bestsellers.

Since 2023, Matcha has been available in Starbucks stores worldwide, following its initial introduction as a limited edition in the USA in 2005. Due to high demand, especially among Millennials, Matcha was reintroduced in 2019.



KitKat Green Tea Matcha brings flavor of Japan to Europe | Nestlé Global

# SUCCESS STORIES



## DUNKIN' DONUTS

### Innovation of Dunkin's Core Products: Coffee Drinks and Donuts

In 2019, the Matcha Latte was initially tested in the cities of Phoenix and Springfield, receiving significant positive feedback. By 2023, the beverage is available nationwide in Dunkin' stores and has become one of the chain's most popular offerings. Due to the success of Matcha products, Dunkin' even introduced a Matcha Donut and a Blueberry Matcha Latte in 2021.

Jill Nelson, Vice President of Marketing & Culinary at Dunkin', explains that the introduction of Matcha Lattes in the past year has provided a new way of refreshing and energizing Dunkin's offerings.

## MATCHA BAR- HUSTLE

### Matcha Instead of Coffee: The Green Revolution

Entrepreneur brothers Max and Graham Fortgang opened the MatchaBar in Brooklyn in 2004 to offer an alternative energy source to coffee. They sourced Matcha directly from a family farm in Japan.

By 2023, the brand has experienced significant growth, now offering sugar-free Matcha energy drinks under the brand name "Hustle," which is recognized as the fastest-growing natural energy brand. The products are available in over 1500 stores across the USA, including Whole Foods and CVS, and there's an exclusive partnership with the juice bar chain JOE & THE JUICE. Interestingly, singer Billie Eilish is also an investor in the brand.



# DISCOVER MATCHA

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