



Matcha Madness

Matcha has experienced a meteoric rise in popularity in recent years. From the now classic matcha latte, through to matcha-flavoured chocolate bars and matcha-infused snacks, you'd be hard pressed to find a cafe or retail shelf without matcha in 2025!

Japan, the leading producer of matcha, is experiencing severe supply shortages, leading to rising prices. However, the consumer appetite for matcha doesn't seem to be abating yet. Matcha is a more health-conscious beverage choice for consumers who are concerned about the impact of excess caffeine consumption or those looking for more nutritional benefits from their beverage. Matcha also appeals to consumers looking for a relaxing ritual, tapping into the cultural obsession we currently have with all things Japanese. However, with prices increasing, brands may need to consider matcha sourced from outside of Japan.

- US retail sales of matcha have jumped 83% over the last 3 years. (Asia Food & Beverage, September/October 2025)
- 30% of consumers are preparing tea at home more often, driven by the need for budget-friendly alternatives to cafes. (Mintel, 2025)
- The leading producer of matcha, Japan, tripled production in 2023, with over half of this going to export. (Mintel, 2024)
- Matcha has a unique vegetal-umami profile that can be divisive. (The Food People, 2024)

On the Shelves



Morning Made, Vanilla Blend Matcha Latte. A 10 serve pack of loose powder crafted with ceremonial-grade matcha from Uji, blended with organic vanilla flavour. (Australia)



Made Beverages, Strawberry Flavoured Matcha Latte. Said to be a 'cafe-quality matcha latte' with 60mg of caffeine per can. (UK)



Smith & Sinclair, Matcha Yuzu Infused Gummies. A sweet treat that combines earthy matcha and juicy fresh yuzu. (UK)



Magnum, Matcha Crumble Ice Cream. Matcha flavoured ice cream coated with chocolate and shortbread crumble. (Vietnam)



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On the Menu



Katsute, Strawberry Sparkling Iced Matcha, topped with freeze-dried strawberries. (Bangkok, Thailand)



Kin Teneriffe, limited edition Peanut Butter Iced Matcha. Made with miso caramel, peanut butter nitro cream and smoked salt. (Brisbane, Australia)



Icha Tea, Matcha Mango Iced Latte. (Toronto, Canada)



Starbucks, Iced Lavender Cream Oat Milk Matcha Latte. Available across the USA and Canada. (USA/Canada)

Pairing matcha with fun, familiar flavours can help attract new consumers to the category. It pairs particularly well with vanilla and also works beautifully with citrus and berry flavours.

Matcha works very well with sweet flavours. Flavours such as vanilla or caramel can smooth the bitterness of matcha, making it more approachable for consumers. With matcha prices set to rise, brands could consider using Chinese matcha, which is more affordable but comes with the drawback of increased bitterness.

Pairing lower-cost matcha with smoothing, sweet flavours could be a way forward for brands catering to price-conscious consumers. Based on current trends, combining matcha with flavours like vanilla, strawberry, white chocolate, mango, yuzu, or pistachio would resonate with consumers.



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