

Matcha

 NIZONA Nizona Corporation



Summary

01 · The Heritage of Matcha

02. How Matcha is Made

03. The Health Benefits of Matcha

04. Enjoying Matcha: Ways to Drink and Use

05. Matcha's Global Popularity

01

The Heritage of Matcha

What is Matcha?

Matcha is a finely ground green tea powder, known for its vibrant green color and rich, smooth flavor. Unlike regular green tea, matcha is made by grinding whole tea leaves—so you consume the entire leaf and all its nutrients. It's valued not only for its taste but also for its antioxidant content and calming, focused energy.



01

The Heritage of Matcha

A Brief History

Matcha originated in China over 800 years ago and was brought to Japan in the 12th century by the Zen monk Eisai. In Japan, it was embraced not just as a drink, but as a spiritual practice—becoming the heart of the traditional tea ceremony, chanoyu.

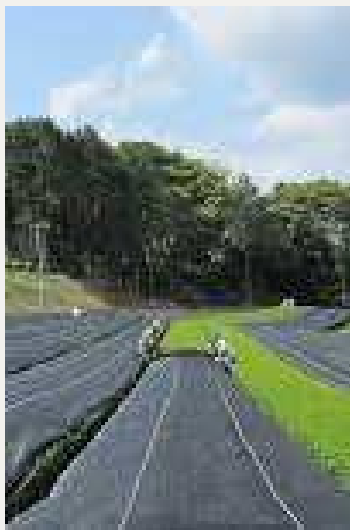
The Cultural Appeal of Matcha

Matcha is deeply rooted in Japanese culture, where it symbolizes **mindfulness, purity, and respect**. Central to the Zen-inspired tea ceremony, it represents **a moment of calm and connection**. Today, matcha continues to bridge tradition and modern life, cherished worldwide for both its heritage and health benefits.



02 How Matcha is Made

Covering



Steaming



Drying



Tencha



Grinding



02 How Matcha is Made

➤ Covered Tea Garden



- Covering Tea farm for a few weeks before harvesting to avoid direct sunlight, and only the shoots are picked.
- The timing of covering is an important factor in determining the quality of the product.

02 How Matcha is Made

➤ Steaming & Drying



- In order to enhance the covering aroma with a brilliant color, the plucked tea leaves are steamed evenly.



- The sprouts are immediately steamed at high temperature in a factory to stop oxidative enzymes, then slowly cooled and dried in a dryer to remove water to make dried tea.

02 How Matcha is Made

➤ Tencha & Grinding



- Stems and veins are removed, leaving only soft tea leaves. The finished Tencha leaves are homogeneous and the appearance of a large green seaweed.



- Tencha is stored refrigerated and ground ordering.

03 The Health Benefits of Matcha

Matcha is Japan's leading superfood—rich in nutrients and loved for its natural health benefits.

Here's what makes it special:

- Catechins (EGCG) – Powerful antioxidants that support metabolism and cellular health.
- L-Theanine – Promotes calm focus and a relaxed, alert state of mind.
- Vitamins (A, C, E) – Help maintain healthy skin and support immunity.
- Dietary Fiber – Aids digestion and helps relieve constipation.



Matcha is 100% plant-based, making it a favorite among vegetarians and vegans around the world!



04 Enjoying Matcha: Ways to Drink and Use



➤ How to make Matcha



- Put 1.5g to 2g of matcha into the bowl. Sift the matcha with a sifter or tea strainer to make it easier to serve.



- Slowly pour 70 cc of 80°C water into a warmed teacup.



- Stir quickly back and forth with the Chasen for about 15 seconds, as if drawing the letter "m". When the bubbles form nicely, adjust the bubbles with the tip of the Chasen.

➤ Otherways to enjoy Matcha

Matcha is not just a beverage!

It's a versatile ingredient that can be enjoyed in many ways!

● Matcha Latte



● Matcha Sweets

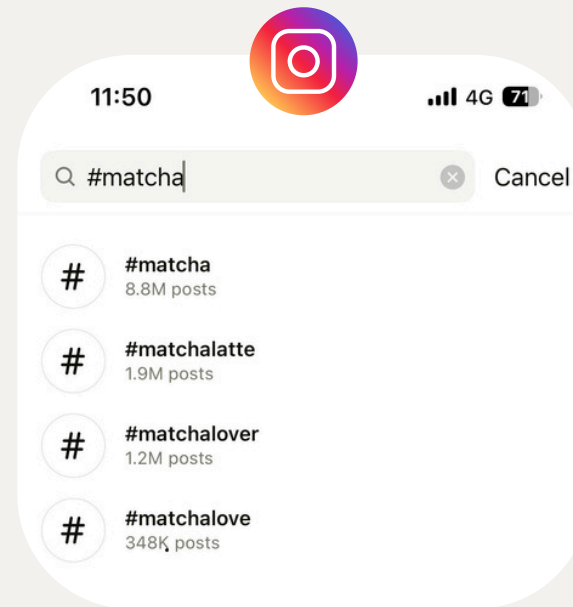
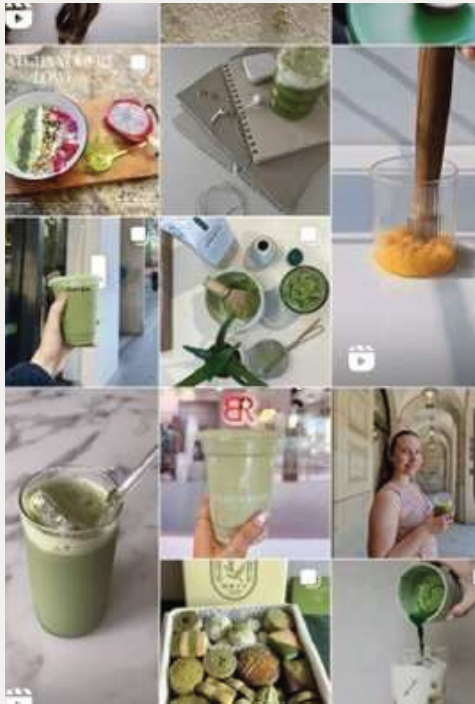


● Matcha Ice Cream



05 Matcha's Global Popularity

➤ Social media

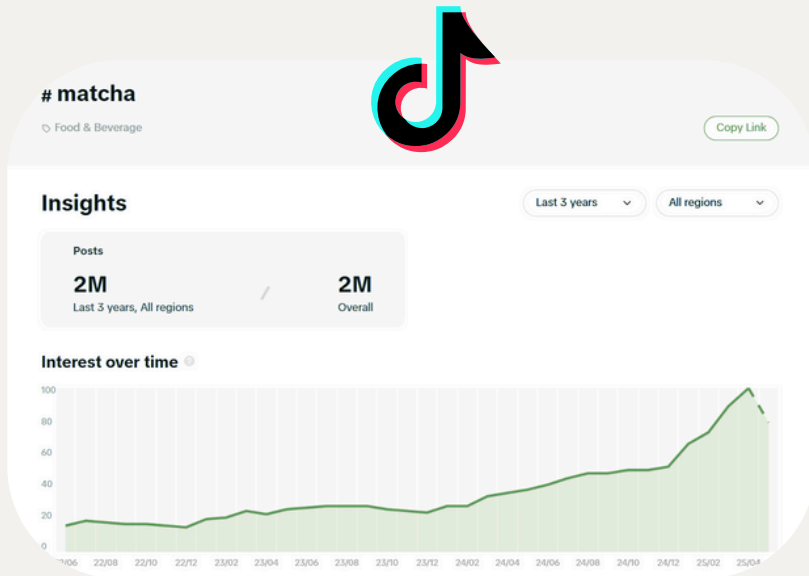


As of May 2025, on Instagram

- the hashtag **#matcha** has **8.8 million** posts
- the hashtag **#matchalatte** has **1.9 million** posts

05 Matcha's Global Popularity

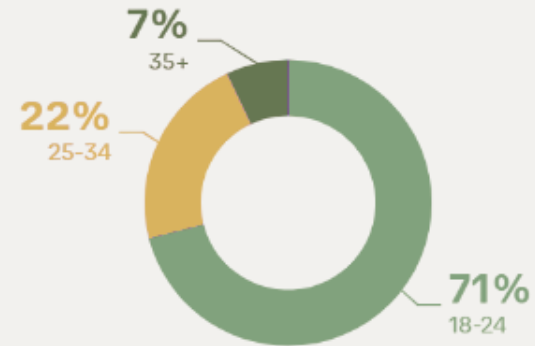
➤ Social media



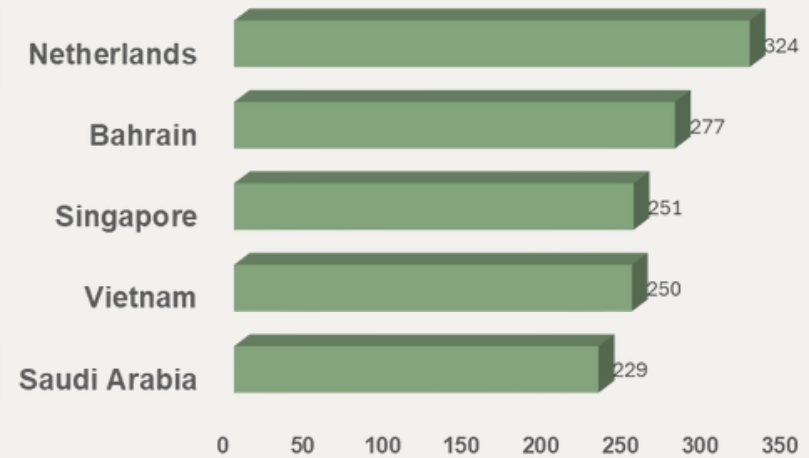
From 2022~2025, on Tiktok

- the hashtag **#matcha** has **2 million** posts

✓ Age Distribution of #Matcha Topic Users



✓ Top regions of #Matcha Topic Users



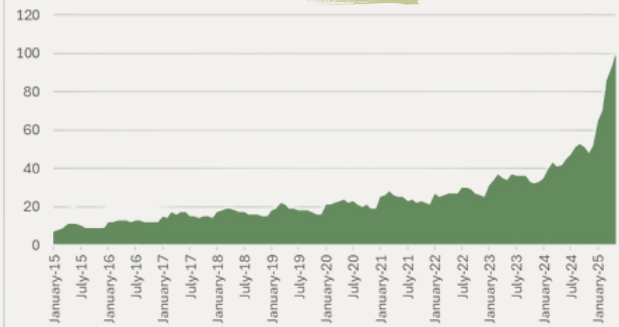
05 Matcha's Global Popularity

➤ Google trends¹

Matcha

Interest over Time²

Search in Google for "matcha" (Worldwide)

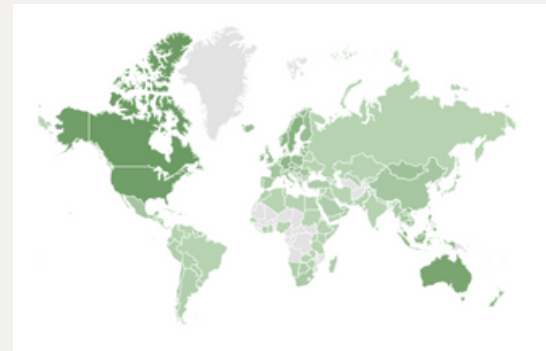
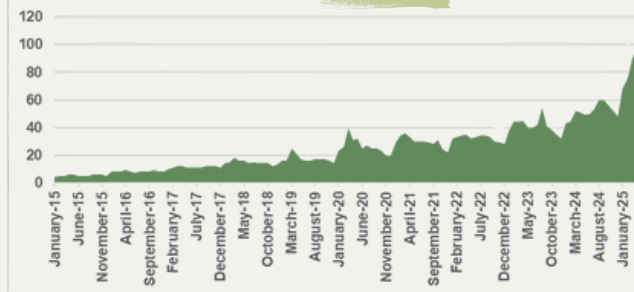


Interest by Region³



Matcha Latte

Search in Google for "matcha latte" (Worldwide)



- Global interest in “matcha” has surged dramatically over the past decade —with a sharp rise starting in 2023.

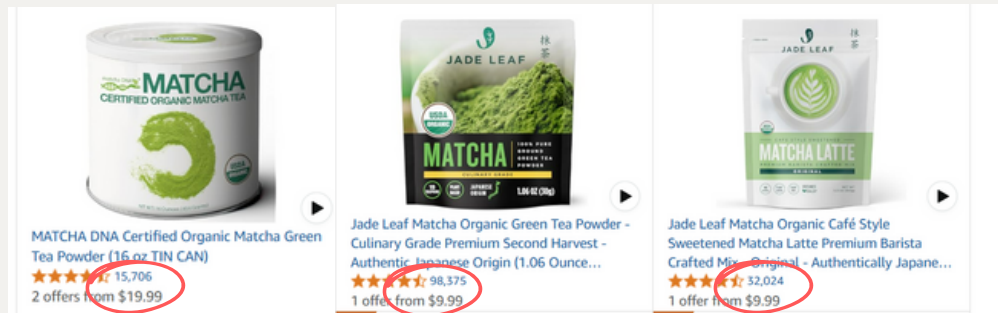
1. The above data is current as of May 21, 2025.

2. Numbers represent search interest relative to the highest point on the chart for the given region and time.

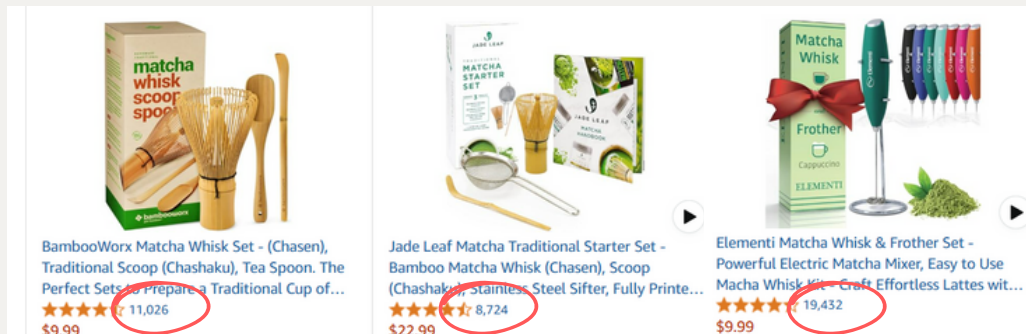
3. The darker the area, the more popular the term is.

05 Matcha's Global Popularity

➤ Online shopping website



- Good comments, high sales records for Matcha

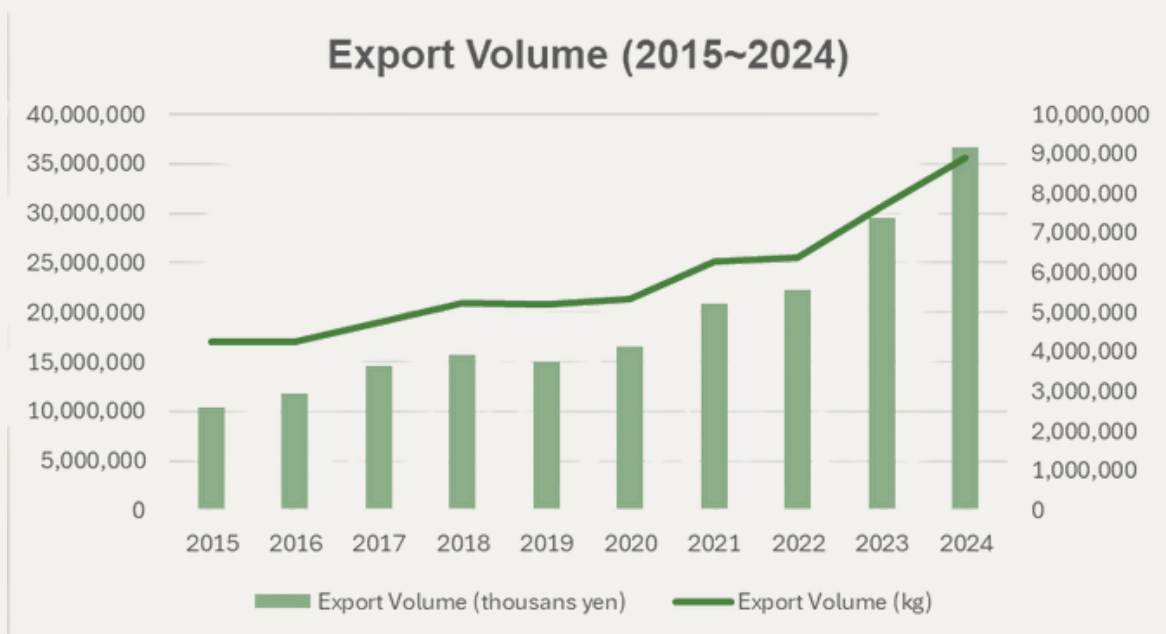


- Tea sets for enjoying matcha at home are also popular in Amazon.

Source: Amazon

05 Matcha's Global Popularity

➤ Export Volume of Matcha in the past 10 years

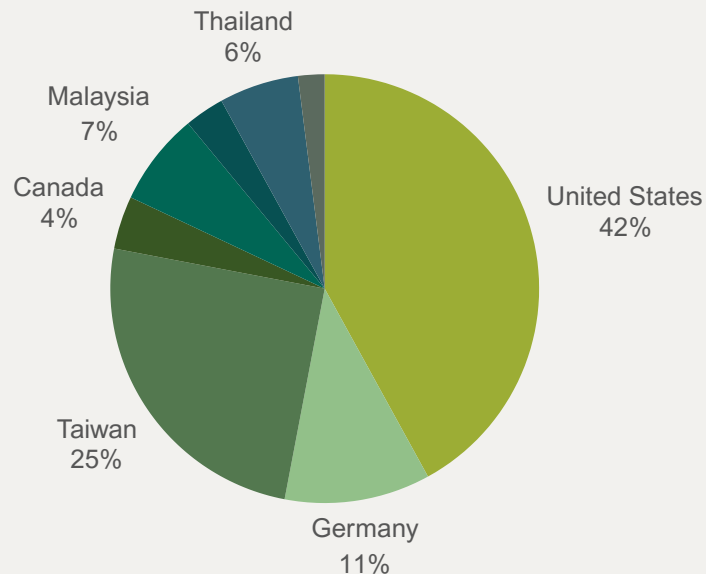


- From 2015 to 2024, Japan's matcha exports more than **tripled in value** and **doubled in volume** — reaching 36.7 billion yen and 8,885 tons in 2024.
- This reflects the strong global demand for authentic Japanese matcha.

Source: Trade Statistics of Japan

05 Matcha's Global Popularity

➤ Top Export Destinations for Japanese Matcha (2024)



- In 2024, over 50% of Japan's matcha export value went to Western countries like the United States, Germany, Canada, and France — reflecting a growing matcha boom in the West.
- With more than 6,700 tons exported worldwide, Japanese matcha continues to capture the hearts of health-conscious consumers across the globe.

Source: Trade Statistics of Japan

- Measured by export amount (kg)



Experience Japanese Tradition at Home

Matcha is a traditional Japanese tea, allowing you to enjoy its culture in the comfort of your own home.

Thank you

Nizona Corporation