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Tea Doctor

THE 7TH AFRICAN TEA CONVENTION & EXHIBITION
Theme: Beyond the Leaf

Value-Added via Refined Processing: China's Matcha in the Global Wellness Market

Director of Matcha Committee of CFNA
Chairman，Tea Doctor Biotechnology Co., Ltd.

Dr.Limin Mao

18 Sep 2026·Kenya

Matcha 2026

China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products



CFNA

Established in 1988, CFNA is China's largest and most representative national industry body for the import and export of food and agricultural products.

It comprises 47 specialized commodity-specific branches and coordinates import and export activities covering over 2,800 tariff lines.

It has over 5,000 member enterprises, which account for more than 70% of China's total import and export volume in this sector.

Tea Committee & Matcha Committee of CFNA

The Tea Committee of CFNA, established in 2022 (formerly the Tea Sub-chamber founded in 1998), is China's sole national organization for tea import and export. Its members cover tea production, processing, and trade across major tea-producing regions, promoting sustainable industry development.



Kenya's Ambassador to China, Mr. Willy Bett at "Tea Tasting with Ambassador," Beijing, Nov 2024.

The Matcha Committee of CFNA, established in May 2026, is committed to coordinated regional development, whole-chain efficiency, quality standardization, and enhanced international competitiveness.
Its members cover cultivation, processing, foreign trade, research and testing, machinery manufacturing, and tea beverage applications.

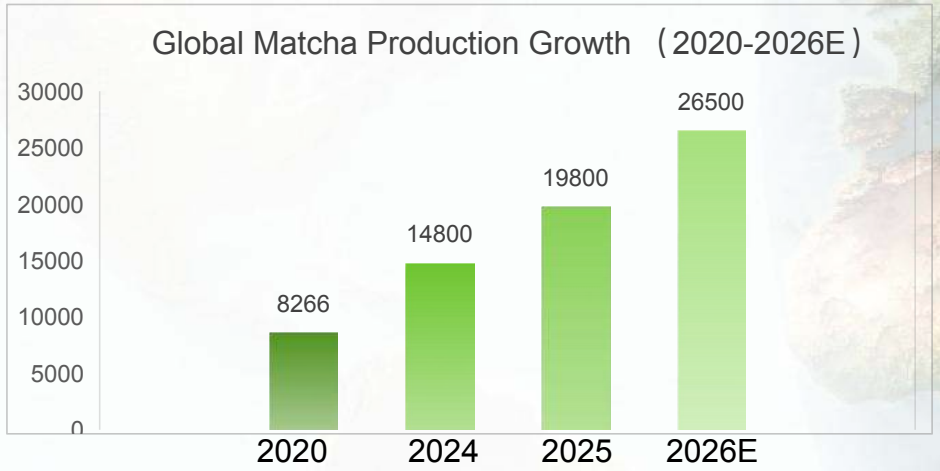
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The Matcha Opportunity In The Global Wellness Market

Global matcha production grew from 8,266 tons in 2020 to 17,600 tons in 2025 — a 2.1-fold increase. The market reached $4.17 billion in 2025, projected to reach $7.15 billion by 2030 (CAGR 10.6–11.6%). Production is expected to reach 40,000 tons by 2030.

Consumer demand is shifting toward natural, health-oriented products. Matcha's whole-leaf nutrition and gentle energy have driven adoption across food, beverages, and cosmetics.



Refined processing capabilities determine who captures this growth.

The Top 10 SuperFoods 2025

Trends come and go,but these superfoods stay!

Source: Pullock Communications, USA.

1 Fermented Foods

2 Berries

3 Bone Broth

4 Seeds

5 Avocado

6 Leafy Greens

7 Nuts

8 Ancient Grains

9 Green Tea

10 Pulses



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The Super Plant
The Science of Whole-Leaf Nutrition

Matcha delivers whole-leaf nutrition: the entire tea leaf is ground into powder, enabling complete absorption of both water-soluble and fat-soluble nutrients.

Nutrient	Content	Health Benefit
Chlorophyll	≥0.6%	Antioxidant, detoxification
Tea Polyphenols (EGCG)	≥10.0%	Anti-inflammatory, cardiovascular support
Dietary Fiber	50%-60%	Gut health
L-Theanine	≥3.0%	Calm focus, stress relief
Vitamins	A、C、E、B complex	Immune support, anti-aging



Matcha's whole-leaf nutrition is transforming Eastern traditional wisdom into global health value. Tea-A daily necessity,In China,we 're pursuing 24H Tea Life.If no tea,No life, But if Know tea,know tea.

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Green Coffee
China's Answer to the Caffeine 2.0 Era



Matcha is increasingly referred to as **"Green Coffee"** by consumers and brands worldwide — a reflection of its growing position in the global beverage market.

The Difference:

Coffee delivers caffeine alone
Matcha delivers **caffeine + L-theanine** — a natural synergy that promotes calm focus

Key Facts:

4–6 hours of sustained focus, without the typical"caffeine crash"
Matcha: 30–50 mg caffeine per gram (dry powder)
Coffee: 10–20 mg caffeine per gram (dry beans)
On an equal-weight basis, matcha contains about 2–3 times more caffeine than coffee.

Matcha is now a global coffee shop staple, driving substantial revenue for many outlets
Chinese matcha: natural, sustainable, heritage-powered energy.

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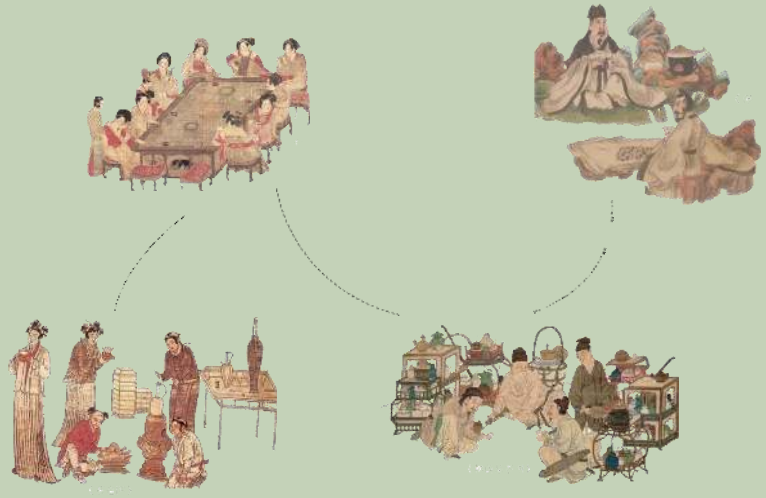
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EAT TEA OR DRINK TEA ?

------- Where it origins

MATCHA ORIGINS FROM CHINA.

Prehistoric-Shennong: Shennong tasted hundreds of herbs — tea was first discovered as a medicine, eaten as food
Western Han: Tea separated from medicine and consumed as a beverage — the beginning of "drinking tea."
Wei-Jin Dynasties (3rd c.): Zhang Yi's Guangya records ground tea — the earliest written reference.
Tang Dynasty-Decoction Method: Lu Yu's Classic of Tea documents steamed powdered tea, consumed whole — the beginning of eating tea.
Song Dynasty-Whisking Method: Whisking and tea contests flourish; matcha technique peaks, powder consumed together — the height of eating tea.
Ming Dynasty-nfusion Method: Loose-leaf tea replaces cake tea; only the liquor is drunk, powdered tea fades — the shift to drinking tea.
Modern Revival: Matcha returns home, expanding from beverages to food and personal care — the era of using tea.

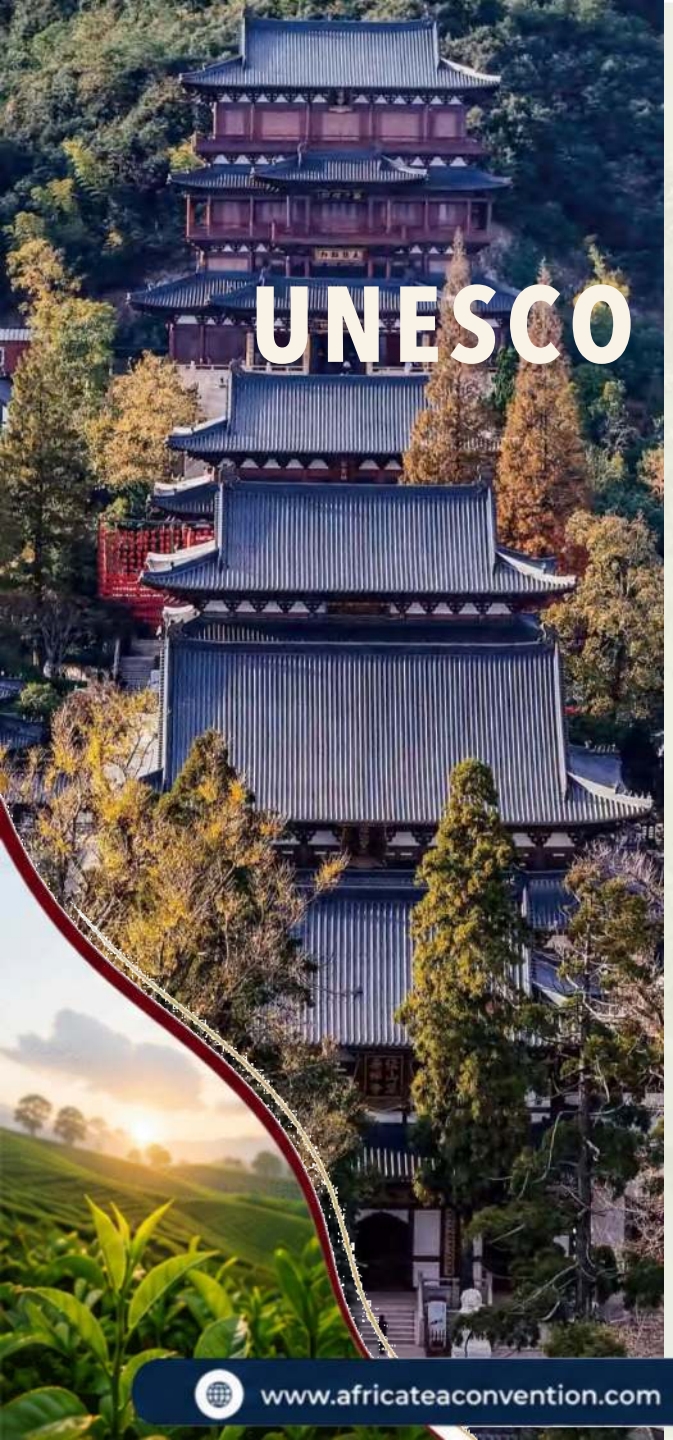


Japan · Tea Ceremony

Matcha refined and elevated into Chadō.

ISO-Verified:
Matcha Origins From China In 12th-Century

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Jingshan Tea Ceremony Intangible Cultural Heritage

In 2022, the Jingshan Tea Ceremony was inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Since the Tang Dynasty, Jingshan Temple has been a center where Buddhism and tea culture intertwined. During the Song Dynasty, the Jingshan Tea Ceremony perfected the whisked tea method. In the Southern Song, Japanese monks — including Nanpo Shōmyō — brought Jingshan tea seeds, utensils, and whisking rituals back to Japan, shaping the Japanese matcha tradition.

The UNESCO listing is a contribution of Chinese tea culture to the world's shared tea heritage.

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Motcha · Matcha

---- The Development Of the landscape of the Chinese Matcha Industry

From Commodity to Culture:
The Global Return of Chinese Matcha

1986
Reviving Steamed Tea Production

2001
Matcha Material Production Begins

Since 2014
China's New-style Tea Drinks Catalyzed Matcha's Explosive Growth

2020
China Overtakes Japan in Matcha Output

2025
China's Matcha Output
12,000+ tons · 70% global share

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ISO/TR 21380:2022
– Authority to Define the Origin



ISO/TR 21380:2022 Matcha Tea – Definition and Characteristics, Section 4.1, explicitly states:"Powdered tea was introduced into Japan in the late twelfth century, **from its historical roots in China.**"

This technical report, officially published by the **International Organization for Standardization (ISO)** , confirms with internationally recognized authority that:

·Matcha's **historical roots are in China**

·Powdered tea was transmitted from **China to Japan in the late 12th century**

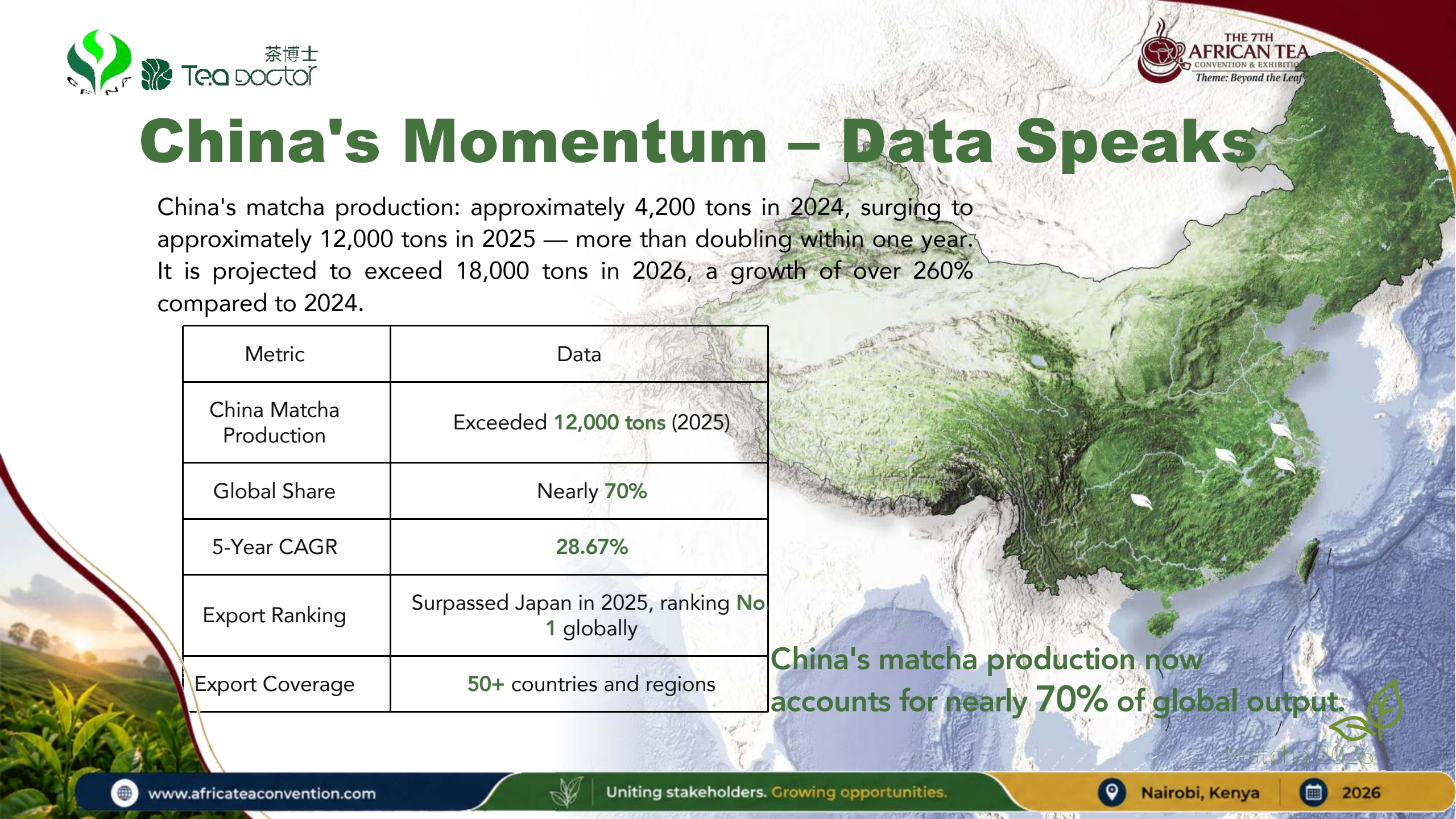
This provides a solid basis for China's authority to define matcha's origin. On this basis, China developed GB/T 34778-2017 Matcha – its first national matcha standard **led by Dr. Limin Mao**
China is also one of the the key paricipants to develop matcha ISO international standard .

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China's Momentum – Data Speaks

China's matcha production: approximately 4,200 tons in 2024, surging to approximately 12,000 tons in 2025 — more than doubling within one year. It is projected to exceed 18,000 tons in 2026, a growth of over 260% compared to 2024.

Metric	Data
China Matcha Production	Exceeded **12,000 tons** (2025)
Global Share	Nearly **70%**
5-Year CAGR	**28.67%**
Export Ranking	Surpassed Japan in 2025, ranking **No. 1** globally
Export Coverage	**50+** countries and regions



China's matcha production now accounts for nearly 70% of global output.

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Matcha Refined Processing – Key Steps



shade cultivation (15–25 days before harvest, shade rate ≥90%), **fresh leaf harvest** (one bud with two or three leaves), **steam killing** (100˚C, 30 seconds), **drying** (150–220˚C, moisture ≤6%), **stem-leaf separation, low-temperature grinding** (<20˚C, fineness D60<18μm), **and light-proof, sealed, low-temperature storage.**

Every step reflects refined processing — it defines quality, and defines value.

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Refined Processing: Technology Reshaping Matcha's Value Boundaries

Finer
Ultra-Fine Grinding

Matcha fineness reaches D60 ≤ 12μm, surpassing the national standard (≤18μm). Finer particle size delivers smoother mouthfeel, more stable emerald color, and faster dissolution.

Easier
Low-Temperature Water Milling

Transforms matcha into liquid concentrate, suitable for large-scale production in new-style tea and food applications.

Preciser
Supercritical CO_2 Decaffeination

A physical process that precisely removes caffeine while preserving tea polyphenols and amino acids. Caffeine content can be reduced below 0.4%.

Every technological breakthrough ultimately translates into market value for matcha.

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China's Matcha Global Competitiveness

China's matcha Production: 12,000 tons (2025) — approximately 2× Japan's output. Global demand rising; Japan nearing saturation. China at a key window: from raw material export to brand globalization.



China Matcha's Five Advantages	
Capacity	nearly **70%** of global output, stable and reliable supply
Quality	GB/T 34778-2017 national standard safeguard
Value	refined processing delivers optimal balance of quality and cost
Innovation	driven by new-style tea, food, a nd personal care sectors
Heritage	a thousand-year tea culture with unique Eastern allure

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Global Applications
The "Matcha+" Cross-Category Ecosy







Category	Global Trend	Matcha Opportunity
Ready-to-Drink Tea (RTD)	65% growth in 5 years	Strong demand for natural plant-based ingredients
Functional Foods	Protein bars, supplements growing >20% annually	"Super plant" positioning is a natural fit
Bakery	Matcha bakery products command 30%–50% premium	Continued health-driven upgrades
Ice Cream	Matcha is already a classic flavor	Fastest-growing market in Asia
Personal Care	Antioxidant concepts increasingly favored	Ongoing expansion in skincare and personal care

New-Style Tea Matcha's Primary Growth Curve

In 2025, 27 of 42 leading new-style tea brands launched matcha products with 102 new SKUs, achieving a category coverage rate of 64%. Matcha has shifted from seasonal offerings to year-round supply.



Brand	Matcha Product	Highlight
Luckin Coffee	Matcha Latte	RMB 9.9 Jingshan pure matcha series sold out in multiple cities
Goodme	Matcha Series	Matcha sales doubled to RMB 140 million in 2025
ChaPanda	Jingshan Matcha Series	Sold over 1.4 million cups within five days of launch



New-style tea has become the primary engine of matcha consumption growth.

Matcha's Cross-Category Extension

Category Extension of Tea Polyphenols

Leveraging advanced tea processing, Tea Doctor extends matcha's tea polyphenols and catechins into personal care, developing products such as face masks, eye masks, and hair & body care. Their antioxidant and anti-inflammatory properties make them premium natural ingredients for personal care.

Tech-Powered Tea Innovation

Tea Doctor expands matcha applications with innovations like Q-Tea Gummies and decaffeinated teas. Supercritical CO_2 extraction precisely controls caffeine while preserving tea polyphenols and amino acids. Decaffeinated tea materials are now mass-produced and supplied worldwide.













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Global Opportunity – China's Matcha Market Insights

China's matcha exports should focus on new-style tea, functional foods, and industrial matcha, advancing the industry through four principles: quality upgrade, brand globalization, standard leadership, and sustainable development.

Growth Engines

Health & Wellness Shift – Growing global demand for natural, functional foods.

New-Style Tea Globalization – Chinese brands going global drives overseas demand for matcha ingredients.

Application Expansion — Extending from beverages to bakery, functional foods, personal care, and beyond.

Global Market Gap： China's Opportunity

Global matcha demand grows 15–20% annually (15–20% in US/EU). Heat and drought in Japan during 2024–25 cut production,while Kyoto tencha prices surged 265%.,creating a gap in the high-end market.

China accounts for nearly 70% of global production with a stable, reliable supply, and is at a critical juncture to transition from raw material export to brand globalization.



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Outlook for Cooperation The Value-Added Path for Kenya-China Tea Industries

Kenya's Tea Industry (2025)
Tea exports: 652.8 million kg (+9.81% YoY)
Export earnings: KSh 186.91 billion (+2.87%)
Export destinations: 100 markets (up from 96 in 2024)

China's matcha industry offers experience in refined processing, standards, and global market expansion. Cooperation areas include:

Technical exchange — sharing technologies such as shade cultivation, steaming, and milling.
Standards alignment — China's GB/T 34778—2017 can inform Kenya's specialty tea standards.
Market synergy — China is the largest matcha producer; Kenya is Africa's largest tea exporter.
Industry upgrade — moving from raw material export to branded, high-value products.
With refined processing and value addition at its core, Kenya—China tea cooperation has broad prospects.

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Let’s Share a Cup of Tea Under One Roof

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