

The US matcha market is currently on the rise and expected to grow rapidly in 2024, mainly because of the continuously high demand for the health-conscious beverages. Matcha consumption also allows several other health benefits, such as preventing the development of assorted chronic diseases like cardio and cancer. Studies show that regular use of this drink can lower the level of cholesterol, which in turn, increases its popularity, as the juice-assisted health option is preferred by most of the customers.