



08/08/2024

REPORT

Matcha Magic: Stirring the Green Revolution



AUDIENCE

Demographics

United Kingdom, Age 16 to 99

Category

Beverage

Custom Screening

Do you drink Matcha drinks? (Matcha Lattes, Matcha Tea, etc)

Qualified: Yes

Unqualified: No,



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OBJECTIVE

To delve into the factors contributing to matcha's surge in popularity across the UK, analysing its evolution from an exotic specialty to a widely embraced beverage option. This includes understanding consumer motivations for choosing matcha over other drinks, the influence of cultural trends and celebrity endorsements, the variety of consumption methods, and the perceived health benefits. We aim to compare these insights with traditional coffee drinking habits, identifying the pivotal moments and drivers that have led individuals to integrate matcha into their daily routines.

BURNING QUESTION

What has fuelled the rapid rise of matcha in the UK and how are consumers embracing it?



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CHAT GUIDE

1. How often do you consume matcha drinks?
2. Which matcha products have you tried?
3. What first drew you to try matcha?
4. Can you describe your first experience with matcha?
5. Where do you usually buy your matcha drinks?
6. Do you prepare matcha drinks at home?
7. What milk do you use with your matcha drinks?
8. Do you add anything to your matcha drinks? (vanilla syrup, cinnamon, etc)
9. Do you have a preferred matcha brand?
10. What does your ideal matcha drink taste like?
11. Do you know what 'Ceremonial Grade' matcha is?
12. How does matcha make you feel compared to coffee?
13. Are you aware of any health benefits of matcha?
14. What role does matcha play in your daily routine?
15. Have you noticed matcha's popularity increase? How so?
16. Have you seen matcha on social media? Does it influence your matcha choices?
17. Have you recommended matcha to others? Why or why not?
18. What could increase your consumption of matcha?
19. What are your final thoughts on the future of matcha in the UK?



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AI SUMMARY

The rapid rise of matcha in the UK can be attributed to a combination of factors, including its perceived health benefits, versatility, and the influence of social media and cultural trends. Consumers are embracing matcha for its earthy taste, the energizing yet calming effect it has compared to coffee, and the ritualistic aspect of its preparation. Many enjoy the process of making matcha at home, using tools like a special brush or whisk, and experimenting with different milks and additives like rose water, vanilla, or lemon to personalize the flavor. Matcha's popularity is evident in its availability in supermarkets, specialty shops, and coffee houses, with brands like Rheal and Twinings being mentioned for their quality and packaging. The drink's presence on social media, particularly through influencers, has also played a role in its adoption, with consumers being inspired to try new matcha products and recipes. While some see matcha as a treat due to its cost, others incorporate it into their daily routines for its soothing and health-promoting properties. The trend has settled into a steady presence in the UK beverage market, with expectations of continued growth and mainstream acceptance.





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KEY INSIGHTS

Health Consciousness and Perceived Benefits

- Consumers are increasingly health-conscious and are drawn to matcha for its perceived health benefits over traditional caffeinated beverages.
- Matcha is seen as a healthier alternative to coffee, with consumers noting it makes them feel energized without the jitteriness associated with coffee.

Quotes:

"It feels better for you and like it doesn't contain as much caffeine. It makes me feel energised without the worry of a caffeine crash."

Age 40, Female

"It gives me an energy boost but does not excite me as much as coffee it is great to focus but it has a comforting feeling leaving me peaceful and aware."

Age 41, Male

"I do like coffee but I try to replace it with matcha most days as matcha makes me feel better. It feels more like a health drink."

Age 38, Female

"I feel healthier and lighter."

Age 30, Female





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KEY INSIGHTS

Cultural and Social Media Influence

- Cultural exposure and social media have played significant roles in introducing matcha to consumers and influencing their purchasing decisions.
- Celebrity endorsements and influencer posts on social media platforms like TikTok have made matcha more aspirational and trendy.

Quotes:

"I have seen Rheal advertised a lot on Facebook and the matcha version of that. It is usually advertised by mums in their kitchen which is probably one of the reasons why this is my chosen brand."

Age 40, Female

"I first came across it on social media's this is what made me want to try it sometimes I see a coffee shop offering it on social media's and it makes me want to go and try it."

Age 41, Male





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KEY INSIGHTS

Preparation and Customization

- The process of preparing matcha at home is seen as a special treat and an enjoyable ritual, with some consumers appreciating the ability to customize their drinks.
- Consumers value the versatility of matcha, experimenting with different types of milk and add-ins like vanilla or lemon to tailor the flavor to their liking.

Quotes:

"I do make it at home. I grind the powder down more using the specialist brush then add the water."

Age 40, Female

"I find the process of making it enjoyable and I much prefer the taste when it is made at home."

Age 38, Female

"Sometimes I add a little squeeze of lemon juice, as lemon juice is fantastic for you also."

Age 29, Female





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KEY INSIGHTS

Accessibility and Convenience

- The availability of matcha in supermarkets and coffee shops has contributed to its integration into daily routines, with consumers enjoying the convenience of purchasing it during regular shopping trips.
- The ease of preparation at home is a key factor for some consumers, who find it more convenient and cost-effective than buying matcha drinks from cafes.

Quotes:

"Normally I buy it at either Tesco or Sainsbury's. I prefer to buy when doing my weekly shopping."

Age 49, Female

"It's easier and more convenient. It means I can have them when I like at any time of day."

Age 27, Female

"I tend to buy it from the supermarkets when I do my shopping."

Age 29, Female





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KEY INSIGHTS

Health Benefits of Matcha

- Consumers associate matcha with a variety of health benefits, ranging from gut health to energy boosts without the downsides of coffee.
- Matcha is perceived as a superfood with cleansing properties and is believed to contribute to relaxation and soothing effects.
- Some respondents are aware of the antioxidant properties of matcha and believe it supports immune system and weight management.
- There is a belief that matcha can improve skin health and hair growth, suggesting a link between matcha consumption and dermatological benefits.

Quotes:

"It can be good for your gut. Some view it as a cleansing. And how to get a healthier boost of energy without resorting to coffee."

Age 40, Female

"I think it is a great anti oxidant and it is good to maintain good weight while being nourishing and supporting the immune system and gut health."

Age 41, Male

"It's fantastic for an energy boost, good for your matabalisum, fantastic in vitamins."

Age 29, Female





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KEY INSIGHTS

Matcha Compared to Coffee

- Matcha is perceived as a healthier alternative to coffee, providing a more balanced and sustained energy without the negative side effects associated with caffeine.
- Individuals feel that matcha offers a smoother experience, avoiding the jitteriness and crash that can come from coffee consumption.
- Matcha is associated with a sense of well-being and a more natural, wholesome energy compared to the artificial boost from coffee.
- Consumers appreciate the gentler, more relaxing alertness matcha provides, as opposed to the intense stimulation from coffee.

Quotes:

"It makes me feel energised without the worry of a caffeine crash."

Age 40, Female

"Coffee makes me a bit shaky if I have too much"

Age 49, Female

"It gives me an energy boost but does not excite me as much as coffee it is great to focus but it has a comforting feeling leaving me peaceful and aware"

Age 41, Male

"Coffee always makes me feel a little jittery. I think the caffeine in coffee is too much. Matcha is just a nice healthy drink to enjoy and give you a boost to start your day"

Age 29, Female





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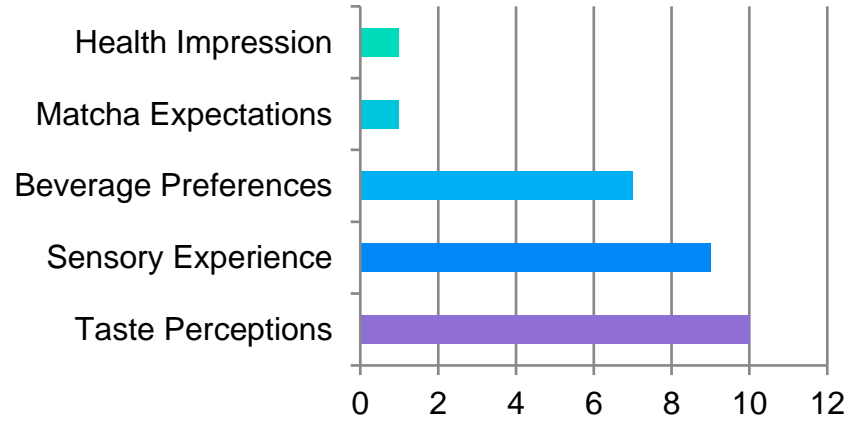
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TOPICS

Can you describe your first experience with matcha?



PERSONAS

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The Health-Conscious Trendsetter

Description:

- Typically a female in her late 20s to early 40s, full-time employed with children.
- Enjoys matcha for its health benefits and the special treat it represents, often influenced by social media and celebrity endorsements.
- Prepares matcha at home for convenience and personalization, using plant-based milk and occasionally adding sweeteners or flavors.

Insights:

- This persona is drawn to matcha due to its superfood status and the energy boost it provides without the caffeine crash associated with coffee.
- The ritual of preparing matcha at home is seen as a self-care activity, and the ability to customize the drink is highly valued.
- Social media plays a significant role in influencing this persona's matcha choices, with a preference for brands that offer recyclable packaging and natural ingredients.



The Casual Matcha Appreciator

Description:

- Middle-aged, full-time employed, with a preference for convenience and simplicity in their matcha consumption.
- Chooses matcha occasionally, favoring the experience of a coffee shop over home preparation, and sticks to simple, unflavored matcha lattes.
- Values matcha for its soothing properties and as a healthier alternative to coffee, but is not deeply invested in the matcha culture or variety.

Insights:

- This persona is not particularly adventurous with matcha flavors or brands, sticking to what they know and like.
- The cost and convenience are significant factors in their matcha consumption habits, with a tendency to integrate matcha into their routine as a form of relaxation.
- They are aware of matcha's health benefits but are not motivated to explore them deeply, suggesting a more casual relationship with the beverage.



The Matcha Enthusiast

Description:

- A younger demographic, possibly a student or young professional, who is very engaged with matcha culture and trends.
- Enjoys experimenting with different matcha flavors and preparation methods, often influenced by online trends and influencers.
- Seeks out high-quality matcha products and is willing to invest time and money into the matcha experience.

Insights:

- This persona is highly influenced by social media and is always on the lookout for new matcha products and recipes to try.
- They have a strong preference for matcha's unique taste and health benefits, often choosing it over traditional coffee for a more natural energy boost.
- The social aspect of matcha, including sharing experiences with friends and family, is important to this persona, indicating a community-oriented approach to consumption.





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SAVED SEARCHES

What specific brands were mentioned?

The specific brands mentioned by the respondents are:

- Rheal
- Bluebird (from a specialist tea shop in Brighton)
- Twinings
- Moyà
- Matcha Fuel
- Chimp Matcha
- Whittard





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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