

Matcha in short supply worldwide

28th July 2025



The popularity of matcha is skyrocketing worldwide. Supplies of the finely-ground green tea powder are in short supply. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the shade-grown tea

leaves. Increased demand and lower crop yields have resulted in prices hitting an all-time high. Masahiro Yoshida, a sixth-generation farmer from Uji, Kyoto, told the Reuters news agency about his decreased production. He said he was only able to harvest 1.5 tons of *tencha* tea leaves this year, instead of his typical harvest of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't pluck as many leaves."

Matcha has exploded in popularity, from being a niche product to becoming a trendy flavouring for beverages, smoothies, desserts, and even skincare products. The Global Japanese Tea Association said Japan's tourism boom is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha...as souvenirs, sometimes even in bulk." It added that this increased appetite for matcha was "unprecedented," and was in part fuelled by social media. Yuki Ishii, founder of the store Tealife, said demand has grown ten-fold, and that he is always out of stock. "Matcha mania" has resulted in a scarcity that is also affecting Japan's traditional tea ceremonies.

Sources: [asahi.com](https://www.asahi.com) / [sustainabilitymag.com](https://www.sustainabilitymag.com) / [reuters.com](https://www.reuters.com)

Writing

Tea is better than coffee. Discuss.

Chat

Talk about these words from the article.

popularity / matcha / green tea / high temperatures / farmer / news agency / leaves / niche / trendy / beverages / smoothies / shortage / souvenirs / appetite / ceremonies

True / False

- 1) The article suggested the popularity of matcha was increasing rapidly. T / F
- 2) Matcha bushes are grown in the shade. T / F
- 3) The article said the price of matcha is at a record high. T / F
- 4) A farmer said colder weather last years was to blame for poor harvests. T / F
- 5) The article says matcha is still very much a niche product. T / F
- 6) The article says matcha is now included in haircare treatments. T / F
- 7) A magazine said some tourists buy matcha in bulk as souvenirs. T / F
- 8) The matcha shortage has had no effect on Japan's tea ceremonies. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|--------------------|
| 1. popularity | a. hunger |
| 2. skyrocketing | b. baking |
| 3. yields | c. upturn |
| 4. scorching | d. escalating |
| 5. pluck | e. drinks |
| 6. beverages | f. fashionableness |
| 7. boom | g. shortage |
| 8. exacerbating | h. pick |
| 9. appetite | i. worsening |
| 10. scarcity | j. harvests |

Discussion – Student A

- a) What do you think about what you read?
- b) What do you think of matcha?
- c) Why do you think matcha has exploded in popularity?
- d) What is the best thing to make with matcha?
- e) Should Japan stop exporting matcha?
- f) What souvenir from Japan would you like?
- g) What do you know about the Japanese tea ceremony?
- h) What questions would you like to ask a matcha farmer?

Phrase Match

1. The popularity of matcha is
 2. The famous finely-
 3. lower crop
 4. instead of his typical
 5. we couldn't pluck
 6. a niche
 7. in
 8. in part fuelled
 9. he is always out
 10. Japan's traditional tea
- a. ceremonies
 - b. as many leaves
 - c. product
 - d. ground green tea powder
 - e. by social media
 - f. harvest of two tons
 - g. skyrocketing worldwide
 - h. bulk
 - i. yields
 - j. of stock

Discussion – Student B

- a) When did you first find out about matcha?
- b) What do you know about matcha?
- c) Is matcha the best kind of tea?
- d) How have temperatures affected crops in your country?
- e) Should more countries grow the green tea bushes?
- f) What makes matcha so healthy and popular?
- g) Which is better, coffee or tea?
- h) What Japanese food products do you like?

Spelling

1. The popularity of matcha is ecnigkkytros
2. Record high eerrsetpuatm
3. lower crop eyldis
4. instead of his typlaic harvest of two tons
5. Last year's summer was so igrncoshc
6. we couldn't puklc as many leaves
7. being a ecinh product
8. a trendy flavouring for bvgaresee
9. axinretegabc the green tea shortage
10. increased tpeaptei
11. matcha was durdeeetcpenn
12. resulted in a yactisrc

Answers – Synonym Match

1. f	2. d	3. j	4. b	5. h
6. e	7. c	8. i	9. a	10. g

Comprehension Questions

Listen to / read the news article. Answer these questions.
(Answers are on p. 27 of the 27-page PDF.)

1.	Where is the popularity of matcha skyrocketing?
2.	How does the article say matcha tea leaves are grown?
3.	What have an increase in demand and poorer harvests led to?
4.	How many matcha leaves did a farmer say he used to harvest?
5.	What did a farmer say he couldn't pluck as many of?
6.	What does the article say matcha was before being a trendy flavouring?
7.	What did a tea association say was worsening the green tea shortage?
8.	Why are many foreigners buying lots of matcha?
9.	By how much did the demand for matcha in a tea store rise?
10.	What has the scarcity caused by "matcha mania" affected?

Speaking – Tea

Rank these with your partner. Put the best tea at the top. Change partners often and share your rankings.

- Green tea
- Earl Grey
- Chamomile
- Rooibos
- English breakfast
- Oolong tea
- Masala chai
- Jasmine tea

Answers – True False

1 T	2 T	3 T	4 F	5 F	6 F	7 T	8 F
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Answers to Phrase Match and Spelling are in the text.