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**Matcha in short supply worldwide – 28th July 2025**

## Level 4

Matcha is increasing in popularity. The famous green tea powder is now in short supply. Most of the world's matcha is grown in Japan. Record high temperatures there have lowered tea harvests. Increased demand has resulted in record prices. A Kyoto farmer told Reuters he was only able to harvest 1.5 tons of leaves this year, instead of his usual 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 was once a niche product. Now it is a trendy flavouring for drinks and desserts. A tea association said Japan's tourism boom is making the tea shortages worse. It said: "Many foreigners buy lots of matcha...as souvenirs, sometimes even in bulk." Social media is also increasing demand. The tea store Tealife said demand increased ten-fold. It is always out of stock. "Matcha mania" is also affecting Japan's traditional tea ceremonies.

## Level 5

The popularity of matcha is skyrocketing. Supplies of the green tea powder are low. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the tea leaves. Increased demand and lower crop yields have resulted in record prices. A farmer from Kyoto told the Reuters news agency about his lower harvest. He was only able to harvest 1.5 tons of leaves this year, instead of his usual 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. It was once a niche product. Now it is a trendy flavouring for drinks, desserts, and even skincare products. A tea association said Japan's tourism boom is making the green tea shortages worse. It said: "Many foreigners buy lots of matcha...as souvenirs, sometimes even in bulk." It added that the increased demand was in part fuelled by social media. The founder of the store Tealife said demand had grown ten-fold. He is always out of stock. "Matcha mania" has resulted in a scarcity that is also affecting Japan's traditional tea ceremonies.

## Level 6

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.