

## Global Matcha Collagen Latte Market Set to Reach \$3.46Bn by 2034

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The global market for matcha collagen lattes is poised for robust growth as consumers increasingly seek functional beverages that combine nutrition, wellness and convenience. According to the latest market research, the sector is projected to grow from \$1.55 billion in 2025 to \$3.46 billion by 2034, registering a compound annual growth rate (CAGR) of 9.2 per cent during the forecast period.

The category's expansion reflects a broader shift toward beverages that deliver multiple health benefits in a single serving. By combining Japanese matcha with collagen peptides, matcha collagen lattes are gaining popularity among millennials, Gen Z consumers and health-conscious professionals seeking products that support sustained energy, skin health and overall

wellbeing.

Industry analysts attribute the market's momentum to increasing health awareness, the mainstream adoption of superfoods and the growing integration of collagen supplements into daily diets. Rising disposable incomes, expanding café culture and greater consumer interest in preventive healthcare are further driving demand, particularly across Asia-Pacific markets, including India.

Typically prepared using premium matcha green tea powder and collagen protein, the beverages are increasingly being fortified with ingredients such as probiotics, MCT oil, adaptogenic herbs, turmeric, vitamins and natural sweeteners. Manufacturers are also responding to consumer demand for clean-label, minimally processed formulations with transparent ingredient lists.

The combination of matcha and collagen offers complementary functional benefits. Matcha provides antioxidants, naturally occurring caffeine and L-theanine, delivering sustained energy and mental focus without the sharp energy crashes associated with conventional coffee. Collagen peptides, meanwhile, are widely recognised for supporting skin elasticity, joint health, muscle recovery and healthy ageing.

As consumers continue to prioritise holistic wellness, industry stakeholders are expected to invest in product innovation, premium formulations and new retail channels. The report suggests that adjacent categories, including matcha collagen powders and ready-to-drink functional beverages, are also likely to witness strong growth, creating fresh opportunities for nutraceutical and beverage manufacturers.