

CASE STUDY

Powdered
Green Tea

FOR U.S. MARKET



MARKET OVERVIEW AND OPPORTUNITY

- **Growing Demand:** Rising consumer interest in superfoods, clean energy, and antioxidant-rich beverages.
 - **Market Size:** Projected \$5B+ US green tea market by 2027 with high CAGR in powdered formats.
 - **Consumer Drivers:** Wellness lifestyle, reduced caffeine alternatives, and matcha trends in cafes & recipes.
 - **Opportunity:** Enter the market with organic, premium ceremonial-grade green tea through digital-first channels and expand into retail and foodservice.
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- A 3D-rendered bowl filled with bright green matcha powder, positioned in the lower right quadrant of the slide. The bowl is light-colored and has a soft shadow beneath it.

SEGMENTATION & COMPETITIVE LANDSCAPE



Primary Audience:

- »» Millennials & Gen Z wellness buyers
- »» Fitness and detox communities
- »» Specialty cafes and bakeries
- »» Organic and natural grocery shoppers



Key Competitors: Ito En, Jade Leaf, MatchaBar, Encha

- »» **Ito En North America** – \$90M+ (includes RTD and tea powders)
- »» **Jade Leaf Matcha** – \$15M–\$20M (DTC and Amazon best-seller)
- »» **MatchaBar** – \$5M+ (focus on beverages and lifestyle branding)
- »» **Encha Organic Matcha** – ~\$3M (premium niche segment, DTC and Whole Foods)



Differentiators: Organic and sustainably sourced, Premium ceremonial and culinary grades, Rich content and educational marketing, Clean-label packaging and eco-conscious positioning

- »»» **Marketing Plan:**
 - »» Influencer-led social media campaigns (IG, TikTok, YouTube)
 - »» DTC via Shopify + Amazon launch
 - »» Health expos and foodservice samplers
- »»» **Brand Positioning:** Clean energy, wellness, sustainable sourcing
- »»» **Risk Mitigation:**
 - »» FSVP compliance with US agents
 - »» Logistics partnerships for import reliability
 - »» Brand loyalty to combat price-based competition
 - »» Niche targeting to avoid saturation



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SALES PLAN



- ▶▶▶ Achieve steady year-over-year growth of 80–100% in revenue within the first three years.
- ▶▶▶ Acquire and retain a strong base of direct and retail customers, focusing on lifetime value and loyalty.
- ▶▶▶ Establish a multi-channel presence by expanding from online DTC to retail and foodservice distribution.
- ▶▶▶ Position the brand as a top-tier wellness and specialty green tea provider in the US market.



TARGET MARKET AND SEGMENTATION

»»» Primary Market

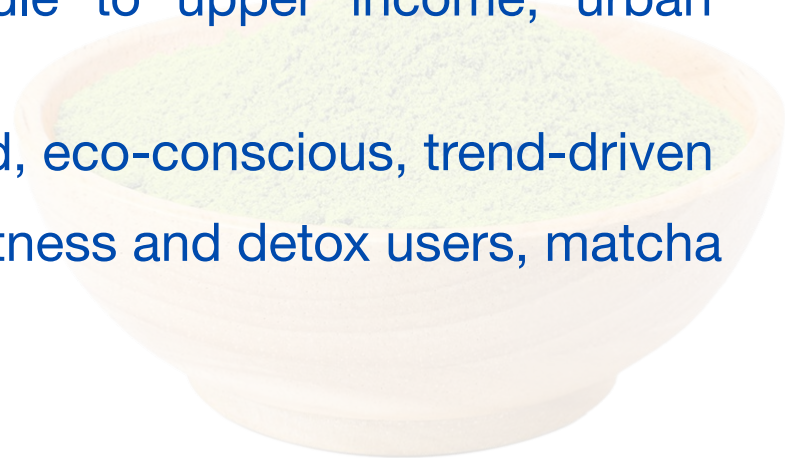
»» Health-conscious US consumers seeking clean energy and wellness beverages.

»»» Segmentation

»» **Demographics:** Age 22–40, middle to upper income, urban dwellers

»» **Psychographics:** Wellness-focused, eco-conscious, trend-driven

»» **Usage-based:** Daily tea drinkers, fitness and detox users, matcha bakers



- ▶▶▶ **Channel Strategy:**
 - ▶▶▶ DTC Online (initial focus): Launch via Shopify and Amazon
 - ▶▶▶ Retail Onboarding (mid-term): Target specialty and organic grocery chains
 - ▶▶▶ Foodservice/B2B (long-term): Bulk sales to cafes, restaurants, and wellness establishments

- ▶▶▶ **Channel Expansion (Year 2-3)**
 - ▶▶▶ Influencer collaborations and affiliate partnerships
 - ▶▶▶ Subscription models, seasonal kits, and value packs
 - ▶▶▶ Sampling programs at health and wellness events
 - ▶▶▶ Retail distributor support: POP materials, promotional pricing



YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

*Estimated VendorMatch sales activities projections; customizable per client's goal

RISK MITIGATION AND CONTINGENCY PLAN



Market Saturation / Competition

- »» Focus on brand storytelling and high-quality sourcing
- »» Niche targeting and community engagement



Regulatory / Import Delays

- »» Partner with experienced FSVP agents and customs brokers
- »» Maintain buffer inventory and alternate logistics options



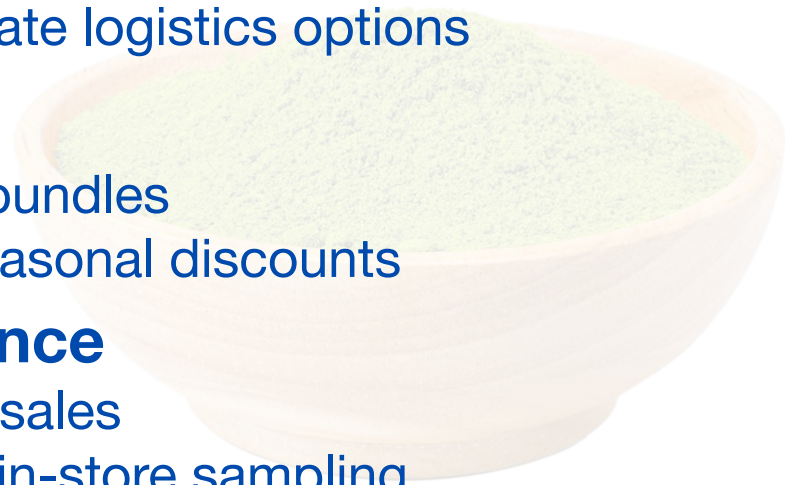
Consumer Price Sensitivity

- »» Offer smaller pack sizes and value bundles
- »» Introduce limited-time offers and seasonal discounts



Retail Channel Underperformance

- »» Shift focus to DTC and foodservice sales
- »» Increase promotional activities and in-store sampling



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SERVICE DELIVERABLES



»»» Market Intelligence & Opportunity Mapping

- »» US powdered tea market sizing and growth trends
- »» Consumer behavior insights and demand mapping
- »» Competitive landscape benchmarking
- »» Regulatory compliance overview (including FSVP)

»»» Market Entry Strategy Development

- »» Channel strategy (DTC, Retail, B2B/Foodservice)
- »» Pricing model and margin strategy
- »» Product positioning and USPs development
- »» Importation strategy and partner sourcing



»»» Sales Plan Creation

- »» Sales goals and projections (3-year roadmap)
- »» Segmentation and targeting strategy
- »» Key sales tactics per channel (digital, retail, foodservice)
- »» Sales funnel setup and CRM recommendations

»»» Marketing Execution Framework

- »» Influencer, affiliate, and digital ad strategy
- »» Social media and content calendar outline
- »» Sampling campaign and promotional planning
- »» E-commerce store setup guidance (Shopify & Amazon)



»»» Specialized in Food & Beverage Market Entry

»» We focus exclusively on helping international food and beverage brands penetrate and scale in the US market—backed by real industry experience, not theory.

»»» End-to-End Support

»» From market research and regulatory compliance to sales planning and marketing execution—we provide a complete roadmap so you can focus on growing your brand.

»»» US Market Expertise

»» We understand what US buyers, retailers, and consumers want. Our strategies are grounded in current trends, regional preferences, and real-time market shifts.





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