

NEWSLETTER MATCHA



More Than Just Delicious

Today matcha has become a rising star in various consumer products from smoothie and latte to cake, ice cream, snack, beverage, and of course, traditional tea. Its growing popularity is reflected in impressive global market growth. The global market size (2024) is 4.69 billion USD, and the expected market size in 2030 is around 7.43 billion USD. The growth rate during 2024-2030 is ~7.9%.

In the Asia-Pacific region, the growth rate (CAGR) is expected to be 6.3-7.7%, and market size (2024) is 2.5-3.8 billion USD. The Unique Sensory Experience Matcha is not just eye-catching with its vibrant green, but also offers a complex and refined aroma and flavor profiles such as Umami (savory richness/oceanic/seaweed), Vegetal (grassy/green), Bitterness (pleasant astringency), Sweetness (delicate natural sweetness), Earthy, Nutty/Creamy. These characteristics vary depending on the region of cultivation, the quality of the leaves, and the harvesting process.

Key Bioactive Compounds and Their Health Benefits Matcha is rich in biologically active compounds that offer a variety of health benefits. Key bioactive compounds are as follows:

1. Catechins (Polyphenols)

These include epigallocatechin gallate (EGCG), epigallocatechin (EGC), epicatechin gallate (ECG) and epicatechin (EC). Among these, EGCG is the most abundant of total catechins, around 50%. EGCG acts as a powerful antioxidant, helping to reduce oxidative stress and protect cells from degeneration. It also has anti-inflammatory effects by suppressing the gene and/or protein expression of inflammatory cytokines and enzymes involved in the inflammatory process. Additionally, EGCG has been shown to inhibit inflammation and angiogenesis (formation of new blood vessels), which are key factors in the spread of cancer cells. When combined with caffeine, catechins can also enhance fat metabolism.

2. Theanine

Theanine is a naturally occurring amino acid found in tea leaves. Matcha is produced from shade-grown tea leaves, which helps preserve the theanine content by protecting it from degradation due to sunlight. Theanine is known to promote relaxation, improve sleep quality, reduce stress and anxiety.

3. Caffeine

Matcha contains relatively high levels of caffeine, which promotes alertness and mental focus. Additionally, caffeine has been found to reduce the production of amyloid in the brain—one of the contributing factors to neurodegenerative conditions such as Alzheimer's disease.

4. Quercetin

Quercetin is a phytochemical with antioxidant and neuroprotective activity and has been observed to help regulate carbohydrate metabolism by inhibiting glucose absorption in the gastrointestinal tract, modulating insulin secretion, and improving insulin sensitivity in tissues.

5. Other compounds

Matcha also contains other beneficial substances such as rutin, chlorophyll, vitamin C, amino acids, and more—all of which contribute to its overall health-promoting properties.



References:

- [1.https://www.grandviewresearch.com/industry-analysis/matcha-tea-market](https://www.grandviewresearch.com/industry-analysis/matcha-tea-market)
- [2.https://pmc.ncbi.nlm.nih.gov/articles/PMC7796401/](https://pmc.ncbi.nlm.nih.gov/articles/PMC7796401/)
- [3.https://www.sciencedirect.com/science/article/abs/pii/S0963996923005525](https://www.sciencedirect.com/science/article/abs/pii/S0963996923005525)
- [4.https://www.mdpi.com/1420-3049/26/1/85](https://www.mdpi.com/1420-3049/26/1/85)



NEWSLETTER

2025 SUPPLEMENT FLAVORS THAT DRIVE SALES



Today's consumers want more than health benefits, they want great taste experiences. Flavor drives supplement innovation, making wellness enjoyable across gummies, jelly strip, and capsules.

Here's your flavor strategy based on Innova Market Insights' top health trends for 2025:

TREND 1: GUT HEALTH & DIGESTIVE WELLNESS

Gut health emerges as consumers' #1 desired health benefit

Kiwi Flavor – Natural flavors that resonate with digestive wellness positioning

Banana Flavor – Banana is gentle on the stomach and naturally contains fibers that feed good gut bacteria. This makes it a perfect flavor for products focused on digestive balance.

Apple & Pear Flavor – Mild, familiar tastes that appeal to consumers with sensitive preferences

TREND 2: WOMEN'S HEALTH & HORMONAL BALANCE

Women seek nutrition for unique dietary needs, especially hormone cycles

Cranberry & Pomegranate Flavor – Flavors traditionally associated with women's wellness categories

Raspberry & Cherry Flavor – Sweet profiles that align with female consumer taste preferences

TREND 3: WEIGHT MANAGEMENT SUPPORT

Weight management returns to focus with natural approaches preferred.

Grapefruit & Lime Flavor – Refreshing citrus flavors that connect with active lifestyle trends

Matcha Flavor – Trending flavor appealing to health-conscious consumers

TREND 4: NATURAL WELLBEING & STRESS MANAGEMENT

Plant-based and stress management supplements dominate 2025

Coconut Flavor – Smooth and light, coconut is associated with natural hydration and tropical purity.

Chamomile & Honey Flavor – Honey naturally enhances chamomile's floral. They are soothing, comforting flavors that appeal to comfort-seeking consumers.

NEWSLETTER

VITAMIN K2 (MK-7) : GROWING POPULARITY IN DIETARY SUPPLEMENTS

In recent years, Vitamin K2, particularly in the form of MK-7 (Menaquinone-7), has gained significant attention in the health and supplement industries. It's especially popular in products that support bone health and heart health. So, what makes MK-7 different from other types of vitamin K?

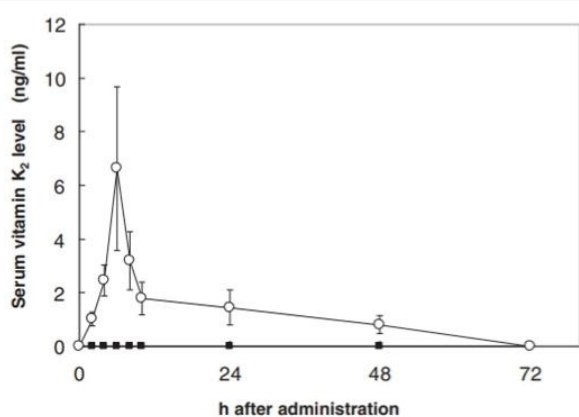


Figure 1 Change in serum vitamin K₂ levels following a single oral dose (420 µg) of MK-4 or MK-7. Each point represents the mean ± SEM of 5 subjects at 0, 2, 4, 6, 10, 24, 48 and 72 h. ■=MK-4; ○=MK-7.

1. VITAMIN K1 (PHYLLOQUINONE)

Vitamin K1 (Phylloquinone): Mainly found in green leafy vegetables, it plays a key role in blood clotting.

2. VITAMIN K2 (MENAQUINONES)

Present in fermented foods and some animal products, it helps regulate calcium in the body. Vitamin K2 is divided into several subtypes, with MK-4 and MK-7 being the most studied. MK-4 has a short half-life and requires high, frequent doses. In contrast, MK-7 remains active in the body for up to 72 hours, making it more efficient and convenient for daily supplementation.

MK-7 STANDS OUT AS THE PREFERRED FORM DUE TO SEVERAL KEY ADVANTAGES:

- Long half-life (up to 72 hours) – active in the body much longer than other forms.
 - Better absorption – more bioavailable compared to MK-4, meaning the body can use it more efficiently.
 - Low dosage, once daily – Convenient and effective
 - Clinically backed – Proven to help maintain bone density and support heart and artery health.
- MK-7 is currently the most efficient and effective form of Vitamin K2 used in dietary supplements. Its superior bioavailability, long half-life, and strong clinical backing make it the preferred choice for vitamin K2 supplements.



New United Kingdom Restriction on Methyl Salicylate in Cosmetics

On January 16, 2025, the UK notified the World Trade Organization (WTO) of the draft Cosmetic Products (Restriction of Chemical Substances) Regulations 2025, proposing amendments to Annex III of Regulation (EC) No. 1223/2009 on cosmetic products to restrict the use of Methyl Salicylate in certain cosmetic formulations. The regulation is scheduled to be adopted on April 30, 2025, and will officially come into effect on September 30, 2025.

Methyl Salicylate has been classified as a category 2 CMR substance under the EU Classification, Labelling, and Packaging (CLP) Regulation. Based on the opinion of the Scientific Advisory Group on Consumer Safety (SAG-CS), Annex III of the regulation will be amended to allow the use of Methyl Salicylate in cosmetic products, provided that specific restriction conditions are met.

Amendment Details:

INCI Name	CAS No.	EC No.	Product Type	Methyl Salicylate Usage Restrictions
Methyl Salicylate	119-36-8	204-317-7	(A) Rinse off skin & hair products (except hand wash products)	(A) (1) 0.02% (products intended for children 0.5-1 years) (A) (2) 0.06% (products intended for children above 1 year and adults)
			(B) Hand wash products	(B) (1) 0.02% (products intended for children 0.5-1 years) (B) (2) 0.6% (products intended for children)
			(C) Leave on skin products (except face makeup, spray/aerosol body lotion, spray/aerosol deodorant, and hydroalcoholic-based fragrances) and hair products (non-aerosol)	(C) (1) 0.02% (products intended for children 0.5-1 years) (C) (2) 0.06% (products intended for children above 1 year and adults) above 1 year and adults)
			(D) Lipsticks & lip balm	(D) (1) 0.02% (products intended for children 0.5-1 years) (D) (2) 0.03% (products intended for children above 1 year and adults)
			(E) Face makeup products	(E) 0.05%
			(F) Eye makeup products & makeup remover	(F) 0.002%
			(G) Toothpaste	(G) 2.5%
			(H) Mouthwash	(H) (1) 0.1% (products intended for children 6 to 10 years) (H) (2) 0.4% (products intended for children above 10 years and adults)
			(I) Mouth spray	(I) 0.65%
			(J) Hydroalcoholic-based fragrances	(J) 0.6%
			(K) Deodorant spray/aerosol products	(K) 0.003%
			(L) Hair products (spray/aerosol)	(L) 0.009%
			(M) Body Lotion Spray	(M) 0.04%

Transitional arrangements for cosmetic products containing Methyl Salicylate: Products already placed on the market before September 30, 2025, can continue to be made available on the market until March 31, 2026.

EVENT 2025

AUG

- 1-2 Cosmetics Ingredients Expo 2025, Chennai, India
<https://cosmeticsingredientsexpo.com>
- 1-3 INDIA FOOD EXPO 2025, Bangalore, India
<https://indiafoodexpo.com>
- 1-3 MyBeauty & Cosmetics Expo 2025, Subang Jaya, Malaysia
<https://mybeauty.my>
- 5 Food Focus Thailand Roadmap 2025: Bev Trend & Tech Edition, Bangkok, Thailand
<https://www.foodfocus.thailand.com/roadmap-roadmap-bev-trend-tech-edition-2025>
- 6-9 WOFEX MANILA 2025, Manila, Philippines
<https://wofex.com>
- 7-8 PALMEX THAILAND 2025, Surat Thani, Thailand
<https://www.thaipalmex.com>
- 7-9 INDO BEAUTY EXPO 2025, Jakarta, Indonesia
<https://indo.beautyexpo.com>
- 7-9 VIETFOOD & BEVERAGE - PROPAC 2025, Ho Chi Minh City, Vietnam
<https://hcm.foodbevi.vn.com/en>
- 12-14 Cosmetic Industrial Technology Convention (CITC) Exhibition, Kuala Lumpur, Malaysia
<https://mcsc.org.my/>
- 14-18 HKDC Beauty & Wellness Expo 2025, Hong Kong
<https://www.hkdc.com/en/whatsbeautyexpo/en>
- 16-17 BEAUTY EXPO AUSTRALIA 2025, Sydney, Australia
<https://www.beautyexpoaustralia.com.au>
- 18 Lubrizol webinar "Elevate your home care products", Chemico Myanmar Co., Ltd., Yangon, Myanmar
- 20-22 Anuga Select India 2025, Mumbai, India
<https://anuga-india.com>
- 22-24 JIFEX INDONESIA 2025, Yogyakarta, Indonesia
<https://jifex.com>
- 28-30 BeautySum India 2025, New Delhi, India
<https://beautysumindia.com>



SEP

- 2-4 ASEAN Food & Beverage Exhibition, Pak Kret, Thailand
<https://www.aseaninfo.com/>
- 3-5 Fi India 2025, Delhi, India
<https://www.figlobal.com/india/en/home.html>
- 11-13 K-Beauty Expo, Gyeonggi-do, Republic of Korea
<https://www.kbeautyexpo.com/en/Detail.do>
- 15-18 IFSCC Congress, Cannes, France
<https://ifsc2025.com/en/>
- 16-18 Wellness & Beauty Tech, Tokyo, Japan
<https://www.allenandbeauty.jp/en/tech/>
- 17-18 MakeUp in New York, New York, USA
<https://www.makeupinnewyork.com/en/home>
- 17-19 Natural Cosmetics International Meeting and Conference, Kielarowa, Poland
<https://www.naturalcosmetics.com/en/>
- 17-19 Fi Asia Thailand, Bangkok, Thailand
<https://www.figlobal.com/asia/thailand/en/home.html>
- 17-19 Vitafoods Asia, Bangkok, Thailand
<https://www.vitafoodsasia.com/en/home.html>
- 17-20 Malaysia International Halal Showcase, Kuala Lumpur, Malaysia
<https://mhaz.com.my/index.php>
- 18-20 Sunscreen Symposium, Orlando, USA
<https://www.suncosmology.com/Events/Details/135157?articleID=3287?Article-Chapter-Sunscreen-Symposium>
- 23-24 in-cosmetics Latin America, Sao Paulo, Brazil
<https://www.in-cosmetics.com/latin-america/en-gb.html>
- 24 Lubrizol Webinar (Toiletries), Chemico Myanmar Co., Ltd., Myanmar
- 24 Beauty Trends & Innovations Conference 2025, London, UK
<https://beautytrendsinconference.com/>
- 24-26 COSME Week, Osaka, Japan
<https://www.cosme-week.jp/en/area-en-gb/p/vsfrom25.html>
- 30 Sep - 3 Oct Beautyexpo & Cosmobeauty Malaysia, Kuala Lumpur, Malaysia
<https://www.cosmobeautymalaysia.com/malaysia/>

