

Jiangkou Matcha industry gains scale as output crosses 130 Mn Yuan in Q1 2026

07 May 2026 | News

Guizhou county expands tea cultivation base and deepens processing capacity, with matcha products now exported to 54 markets worldwide



Guizhou county expands tea cultivation base and deepens processing capacity, with matcha products now exported to 54 markets worldwide

A tea garden on Jiulong Mountain in Bapan town, Jiangkou county in Tongren city, southwest China's Guizhou Province, was in full harvest on April 23 as the spring picking season gathered pace. Freshly plucked tea leaves were rapidly transported to nearby processing units, where fixation and drying machines converted them into raw material for matcha production, reflecting the region's growing shift from primary agriculture to value-added processing.

In a dedicated specialty industry park, large-scale production of premium matcha powder is underway, supported by expanding industrial capacity and product diversification. Local enterprises have moved beyond traditional tea output to develop a broader product portfolio, including matcha-flavoured snacks, chocolates, and craft beer, which are now sold across more than 30 cities in China and exported to 54 countries and regions globally.

Jiangkou county currently maintains a total tea plantation area of 160,800 mu (about 10,720 hectares), of which 30,000 mu is specifically dedicated to matcha cultivation. This structured allocation of land has supported the development of a focused industrial supply chain, linking farming, processing, and branded product manufacturing.

In the first quarter of 2026, the county's matcha sector generated more than 130 million yuan (around 19 million US dollars) in total output value, reflecting steady growth in both domestic demand and export performance. The industry has also had a direct impact on rural livelihoods, benefiting over 8,600 farming households through employment, supply participation, and income linkages.

Local authorities view the sector as a key driver of rural revitalisation, with continued investment expected in processing infrastructure, product innovation, and market expansion to further strengthen Jiangkou's position in China's growing premium tea and matcha industry.