

Matcha Tea: Wellness Trend Fuelled by Bollywood Icons

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Matcha tea, the finely ground powder of specially grown green tea leaves, has transcended its origins in Japanese tea ceremonies to become a global wellness phenomenon. Renowned for its vibrant green hue and rich flavor, matcha is now celebrated for its myriad health benefits, particularly in metabolism enhancement and weight management.

Health Benefits of Matcha Tea

Matcha is packed with antioxidants, particularly catechins like EGCG (epigallocatechin gallate), which are known to boost metabolism and promote fat burning. Consuming matcha can enhance fat oxidation during exercise, making it a popular choice for those looking to support their weight management efforts.

Additionally, matcha contains L-theanine, an amino acid that promotes relaxation without drowsiness, leading to improved focus and reduced stress levels. The combination of caffeine and L-theanine in matcha provides a balanced energy boost, unlike the jitteriness often associated with coffee.

Bollywood Celebrities and Influencers Embracing Matcha

Bollywood celebrities and influencers have played a pivotal role in popularizing matcha tea in India. Actress Sanya Malhotra has been vocal about her love for matcha, often sharing her experiences on social media. Her enthusiasm has inspired many of her followers to incorporate matcha into their daily routines.

In a recent lifestyle shift, actor Ranbir Kapoor revealed that he has replaced his morning coffee with matcha tea, influenced by his wife, Alia Bhatt's wellness practices. This change underscores a growing trend among celebrities to adopt healthier lifestyle choices and share them with their audience.

The influence of these public figures has significantly impacted public perception, making matcha tea a trendy and aspirational beverage choice among the Indian populace.

Incorporating Matcha into Your Diet

Integrating matcha into your daily routine is simple and versatile. Here are a few ways to enjoy matcha:

Traditional Matcha Tea: Sift 1–2 teaspoons of matcha powder into a bowl, add hot water, and whisk until frothy.

- **Matcha Latte:** Combine matcha with steamed milk or a dairy-free alternative for a creamy beverage.
- **Smoothies:** Add a teaspoon of matcha to your favorite smoothie for an antioxidant boost.
- **Baking:** Incorporate matcha into baked goods like cakes or cookies for a unique flavor and color.

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