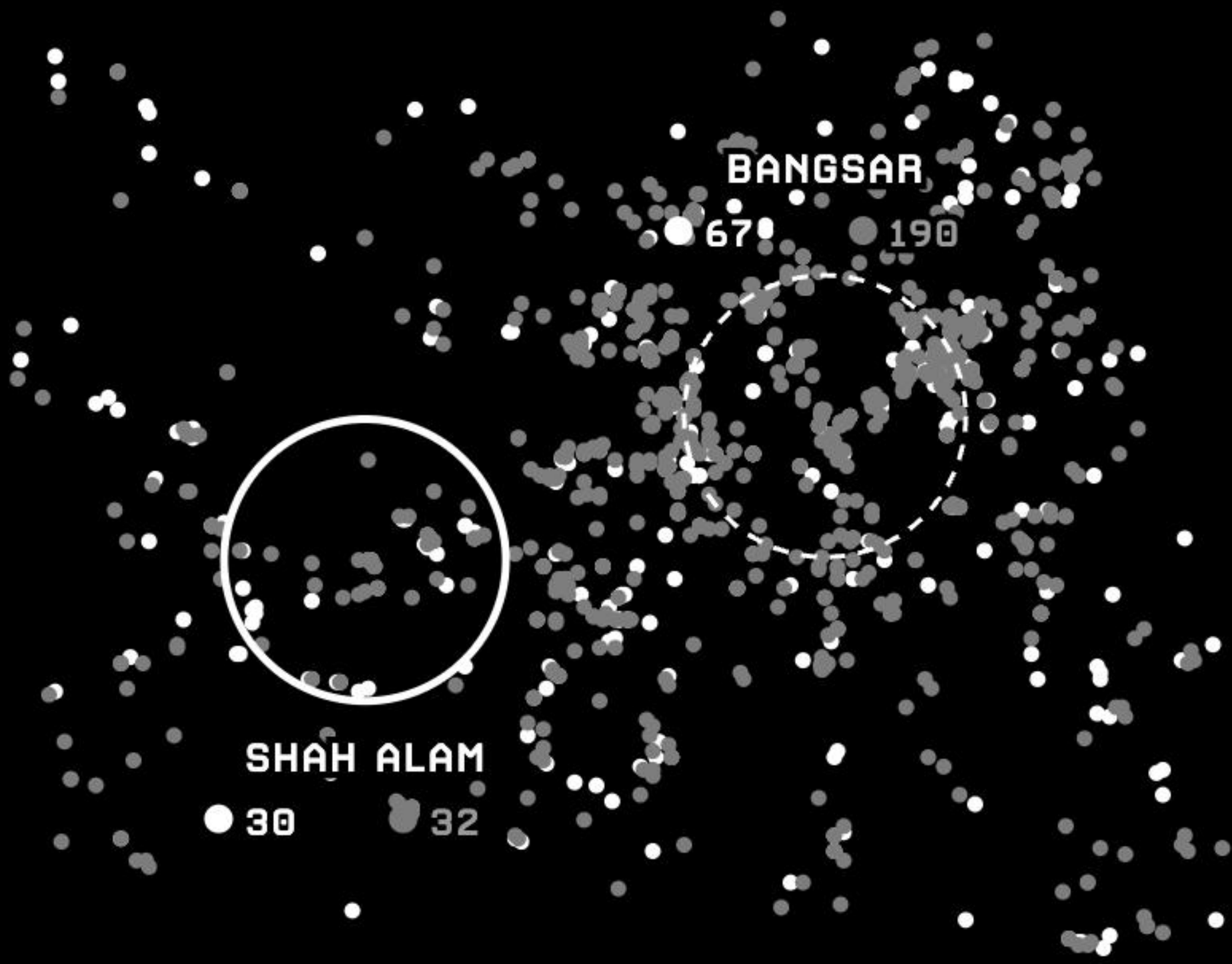
AROUND KL · GOOGLE MAPS

SHAH ALAM HAS ALMOST AS MANY MATCHA PLACES AS SPECIALTY CAFÉS.

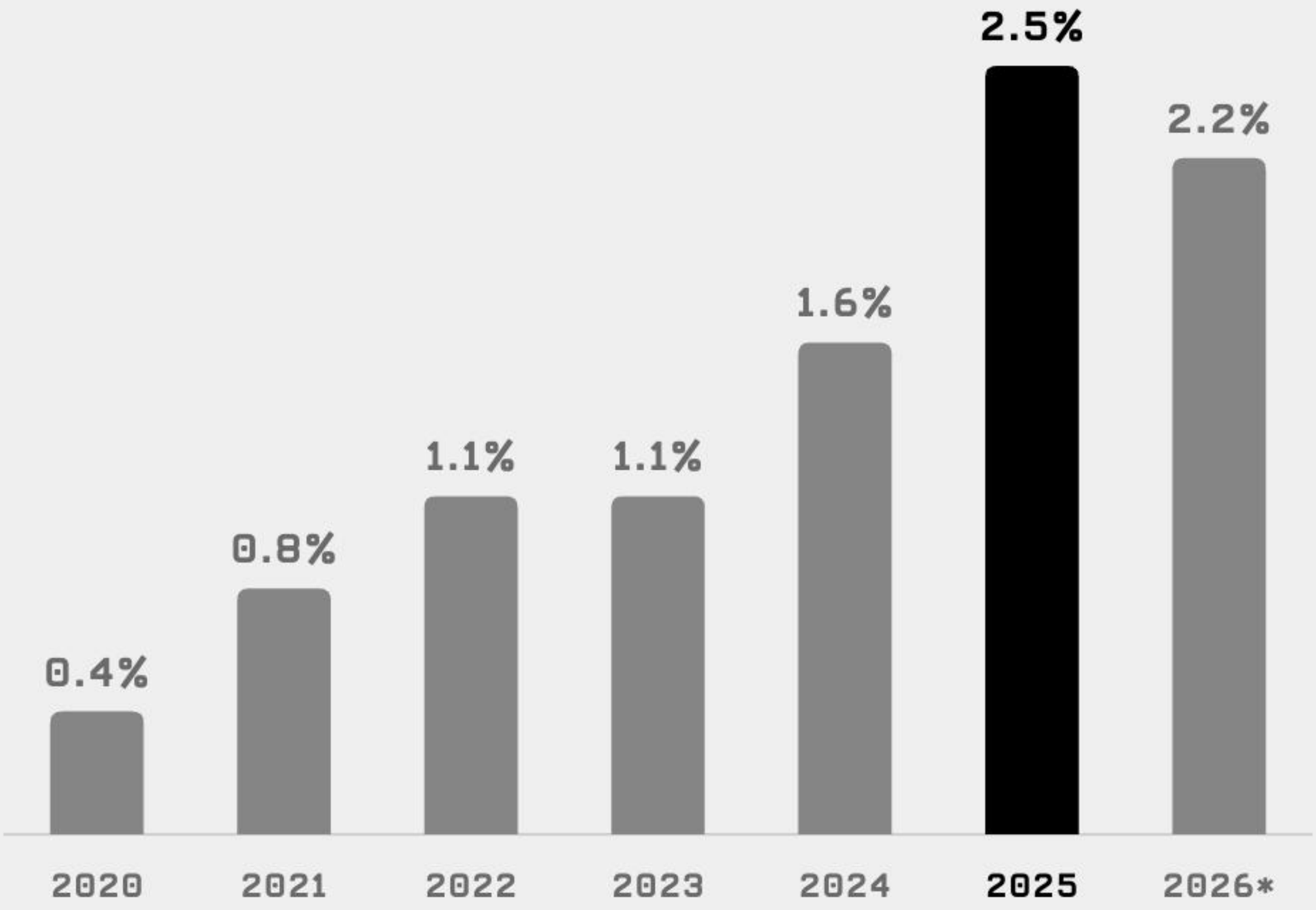


● MATCHA PLACES ● SPECIALTY CAFÉS · 5 KM RINGS

406 matcha places (white) and 824 specialty cafés (gray) around KL, October 2026. Within 5 km of the middle of Shah Alam's cafés: 30 matcha places, 32 specialty cafés. Bangsar: 67 and 190. By Google's city field: 47 and 67.

AROUND KL · GOOGLE REVIEWS OF CAFÉS

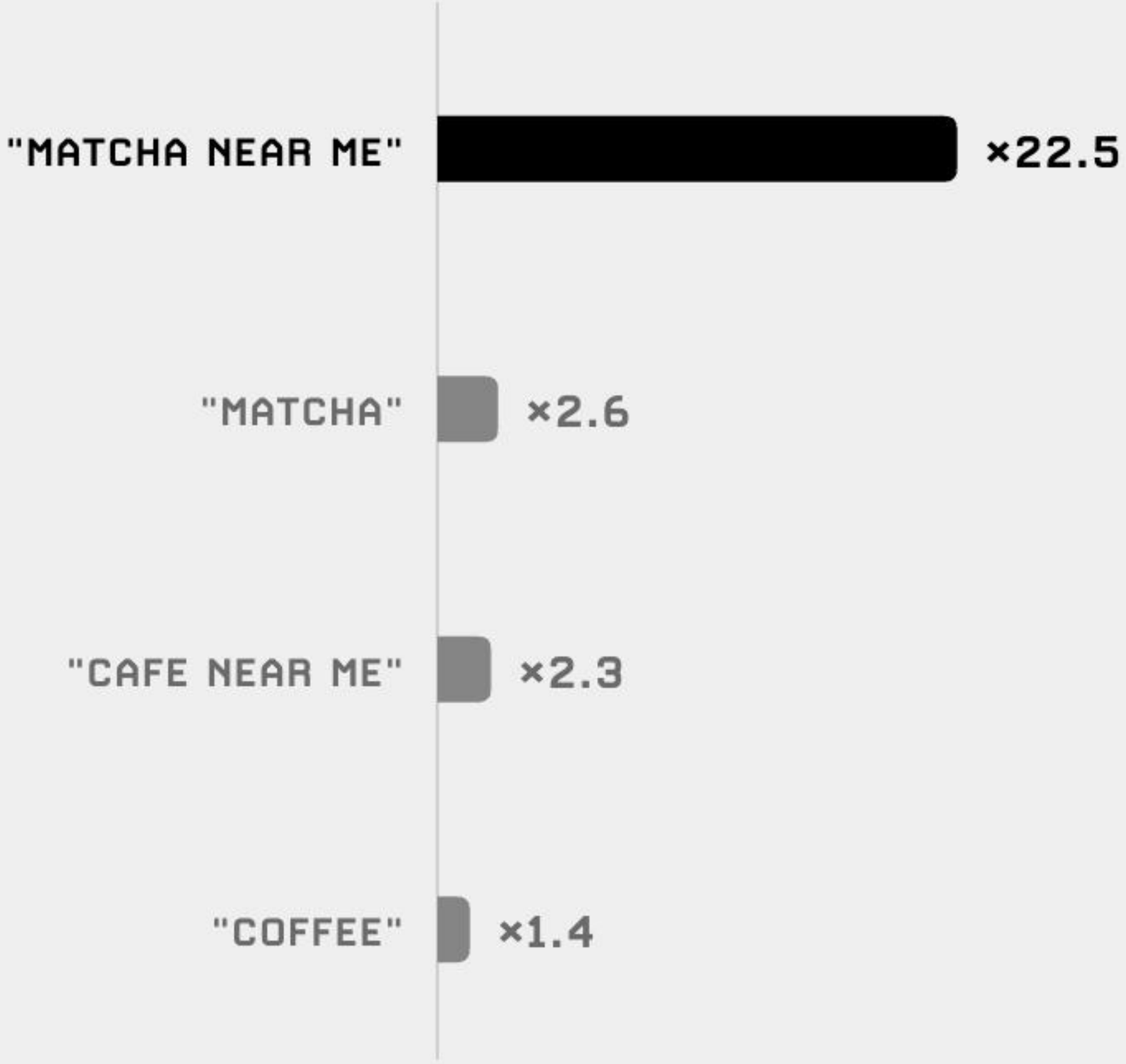
IN 2023, ABOUT 1 CAFÉ REVIEW IN 80 SAID MATCHA. IN 2025, ABOUT 1 IN 40.



Share of saved Google reviews of 11,410 KL cafés that use the word matcha, by the year the review was written: 8,875 of 351,506 in 2025. *2026 is January to early October. Google's most relevant reviews, so a count, not a census.

MALAYSIA · GOOGLE SEARCHES, 2023 TO 2026

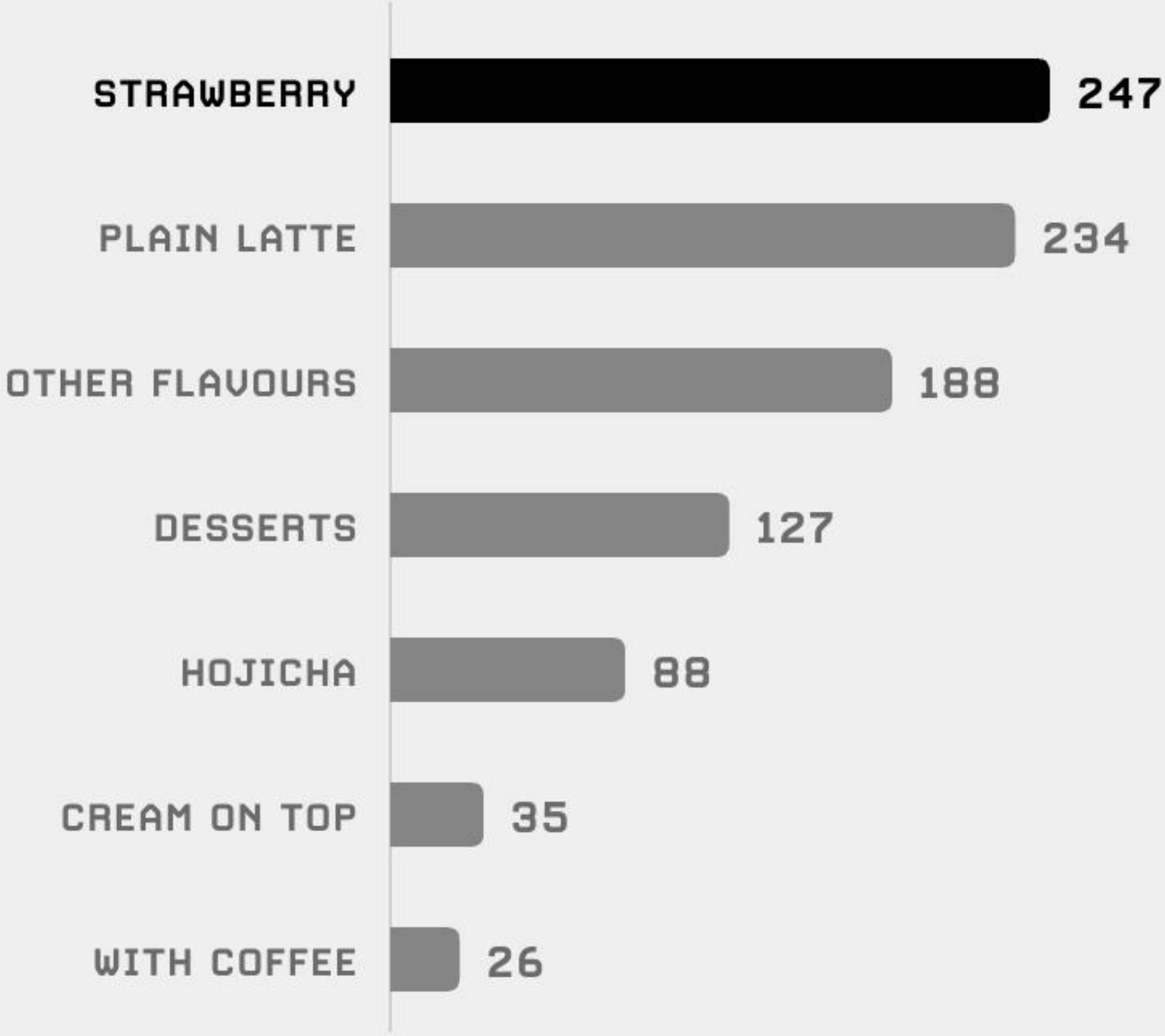
"MATCHA NEAR ME" GREW 22 TIMES. "CAFE NEAR ME", 2.3.



Average monthly Google searches in Malaysia, 2026 (January to August) against 2023: "matcha near me" 1,042 to 23,425 a month.

AROUND KL · DRINKS NAMED IN REVIEWS

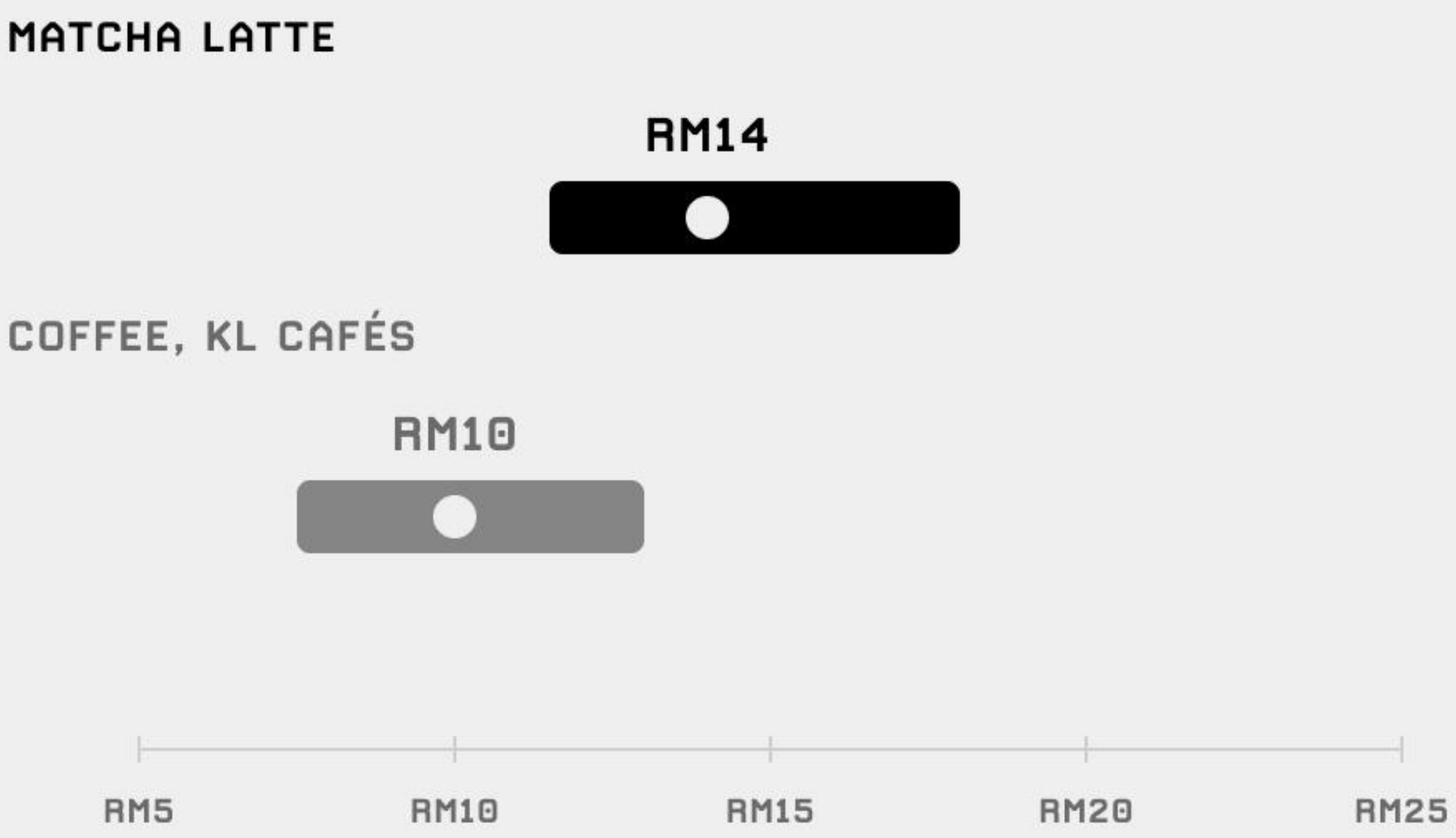
REVIEWERS NAME STRAWBERRY MATCHA MORE THAN A PLAIN LATTE.



Matcha places whose reviews name each kind of matcha drink or dessert, of 406. About 18.1 reviews read per place.

AROUND KL · PRICES IN REVIEWS

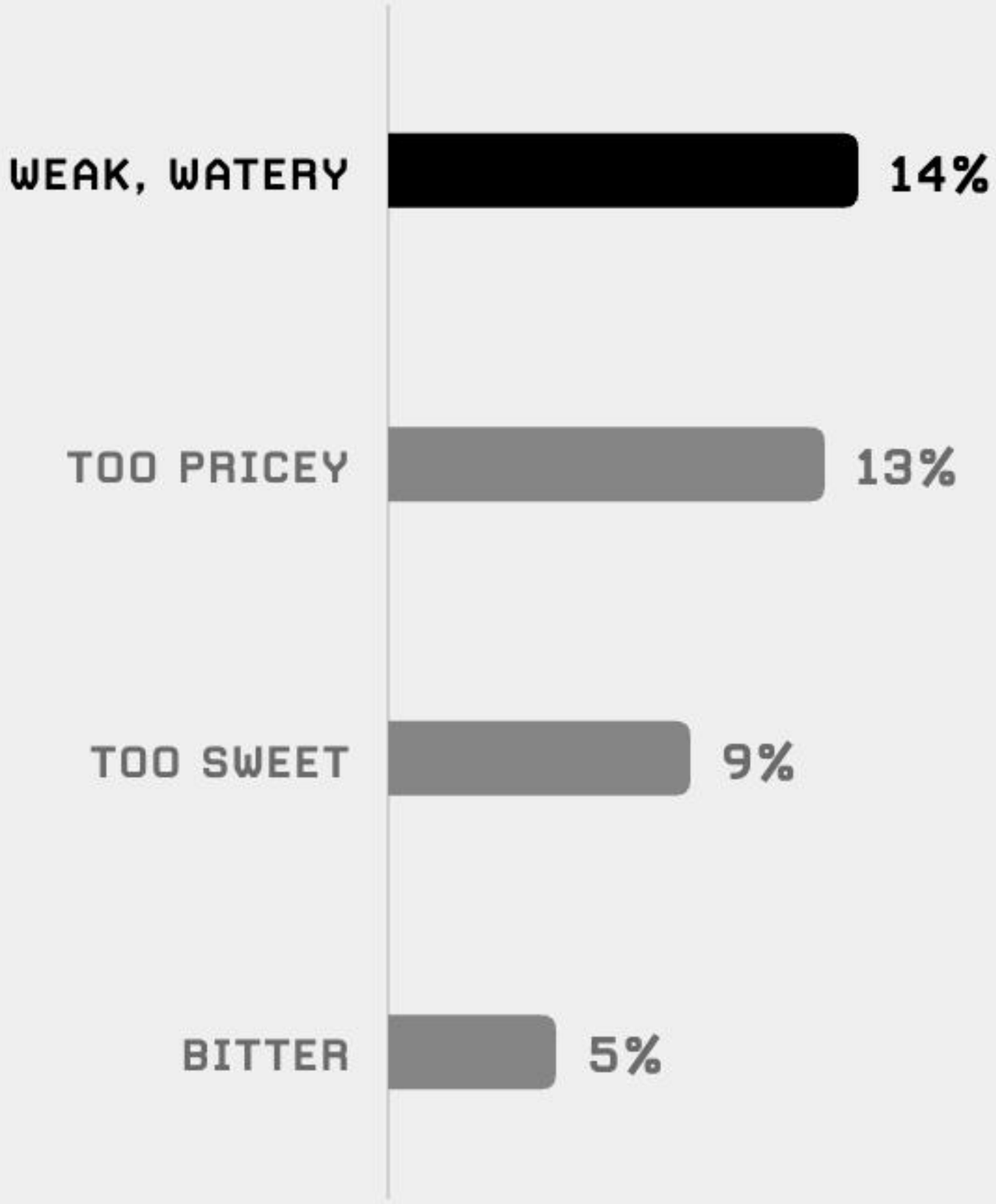
A MATCHA LATTE COSTS ABOUT RM14. A COFFEE, RM10.



Prices reviewers wrote: a matcha latte at 51 matcha places (any matcha drink, 91 places: middle RM15), a coffee at 721 KL cafés (EP6's read). The bar is the middle half; the ring is the middle price.

AROUND KL · MATCHA PLACES

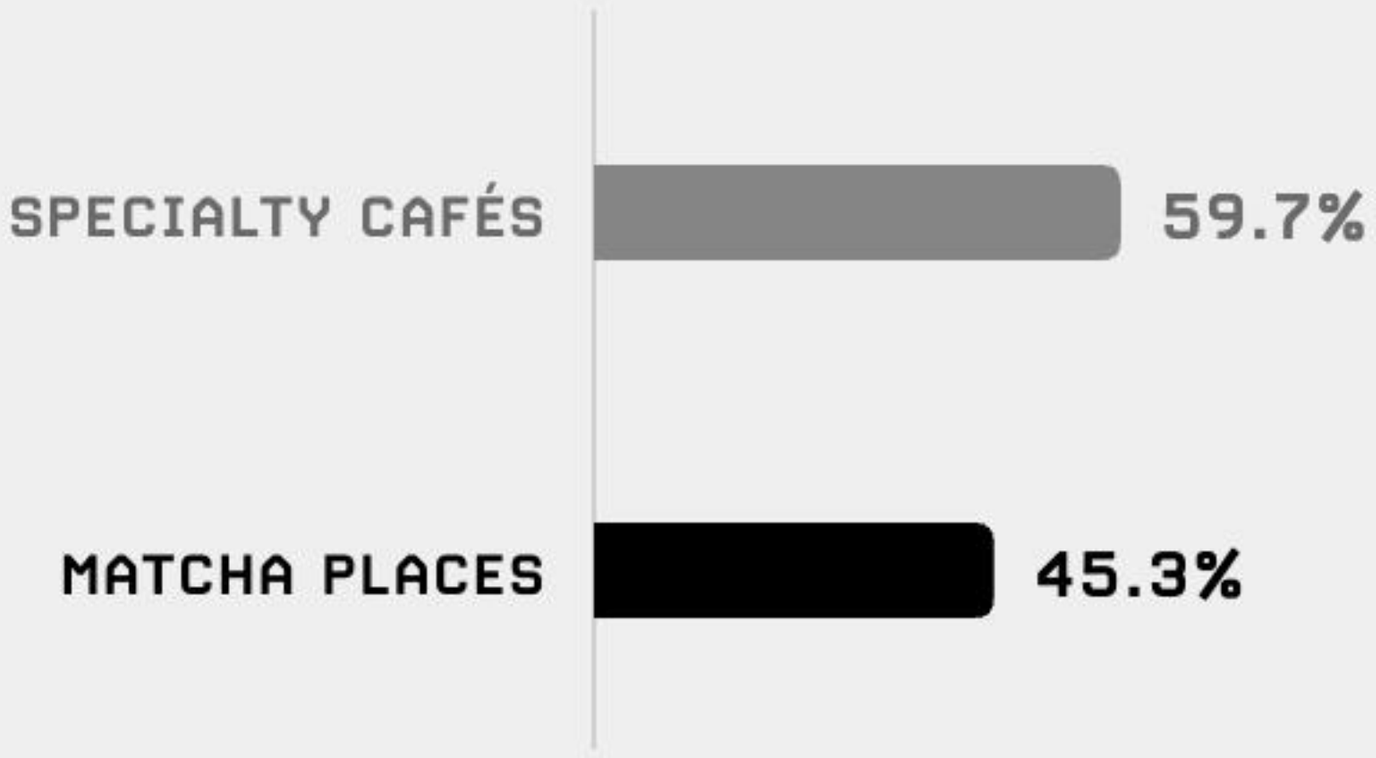
THE TOP COMPLAINT ISN'T SUGAR. IT'S WEAK, WATERY MATCHA.



Share of the 406 matcha places with that complaint about the matcha in their reviews (58 places weak or watery, 37 too sweet). 161 have any complaint about it.

AROUND KL · WITHIN 10 KM OF BANGSAR

SPECIALTY COFFEE CROWDS ROUND BANGSAR. MATCHA SPREADS OUT.



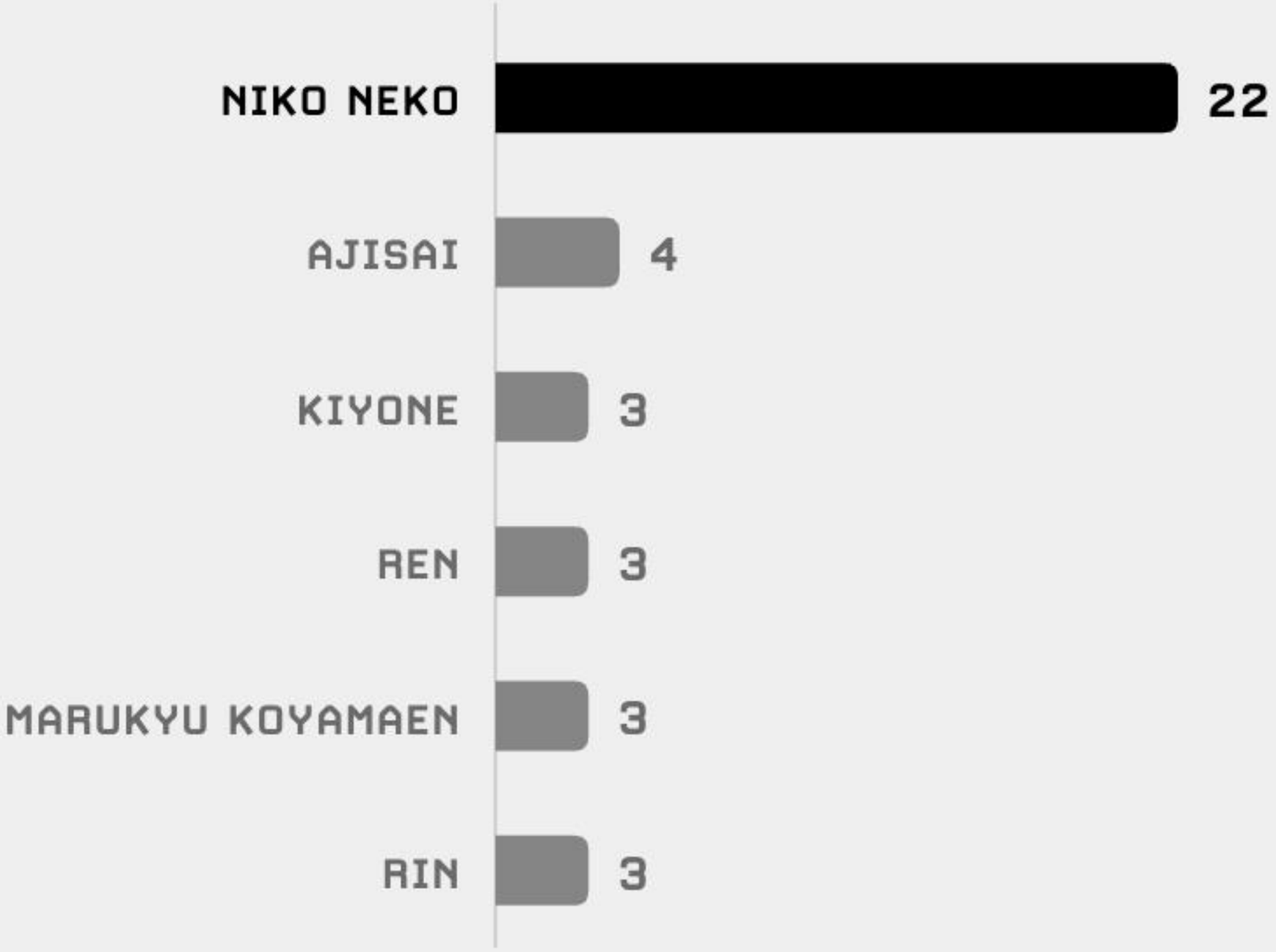
MOST MATCHA PLACES OUTSIDE KL AND PJ:

SHAH ALAM 47 · SUBANG JAYA 21 · KAJANG 18 · CYBERJAYA 16

Share within 10 km (straight line) of the middle of Bangsar's cafés: 492 of 824 specialty cafés (EP6) and 184 of 406 matcha places. Towns by Google's city field.

AROUND KL · MATCHA NAMED IN REVIEWS

THE MATCHA BRAND REVIEWS NAME MOST: NIKO NEKO.

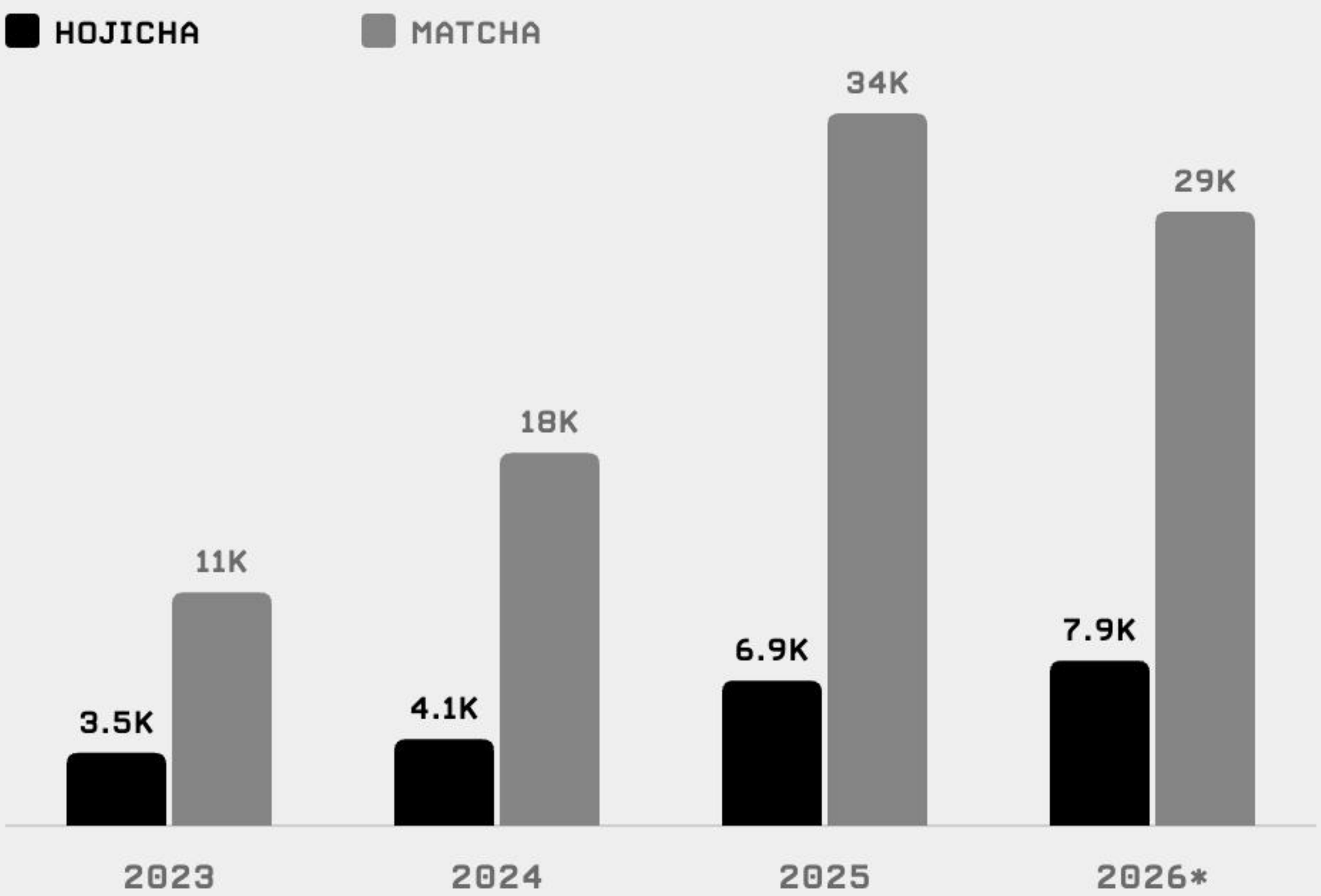


THE TOWN THEY NAME MOST: UJI (12 PLACES)

Matcha places whose reviews name the matcha they use (54 of 406) or where it comes from (30), counted once a place. A place's own name doesn't count.

MALAYSIA · GOOGLE SEARCHES A MONTH

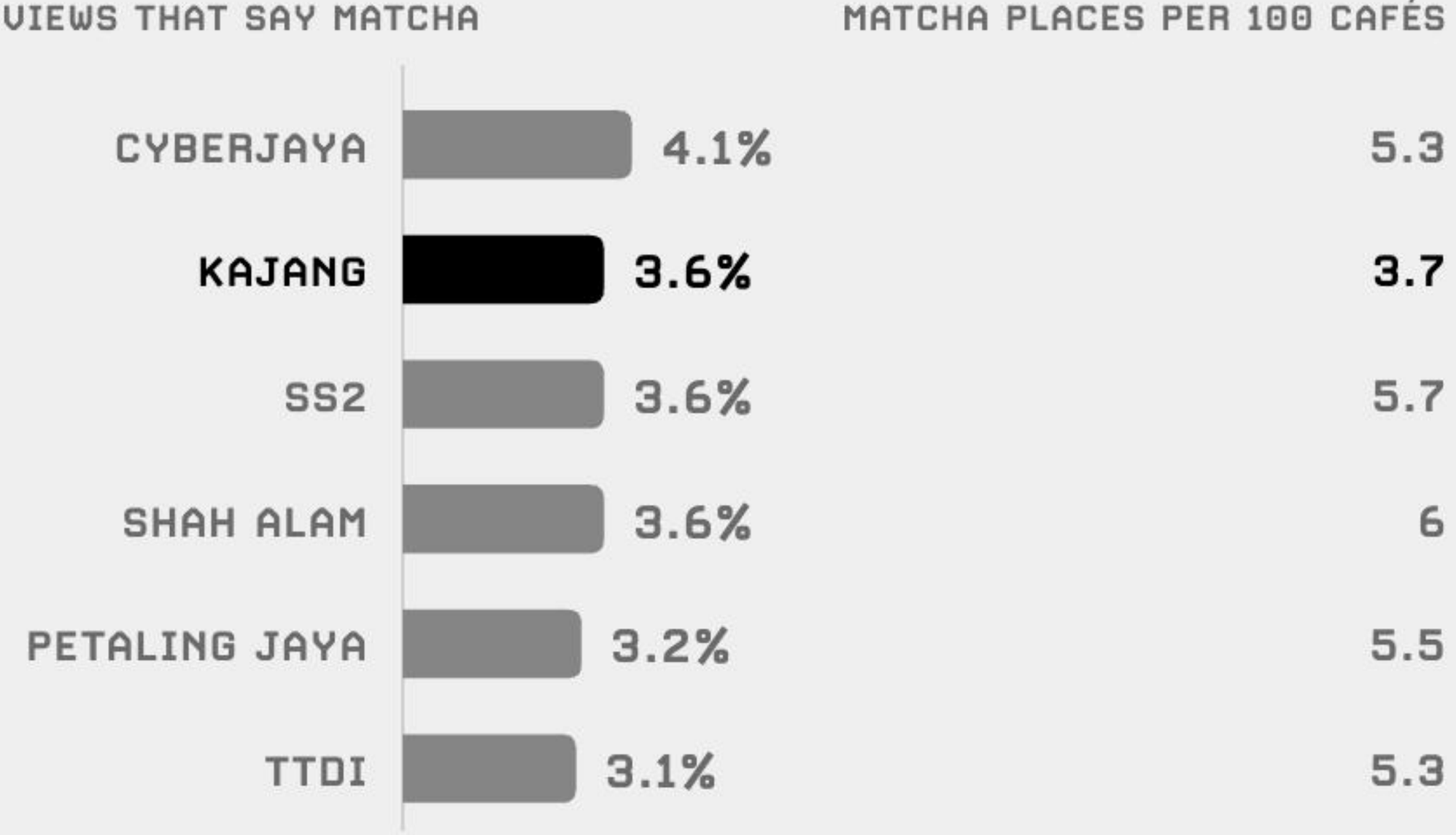
MATCHA SEARCHES PEAKED IN 2025. HOJICHA'S STILL CLIMBING.



Google's monthly estimates for Malaysia, averaged per year. *2026 is January to August. Hojicha is roasted green tea.

AROUND KL · CAFÉ REVIEWS SINCE 2025

IF I WERE OPENING ONE, I'D OPEN IT IN KAJANG.

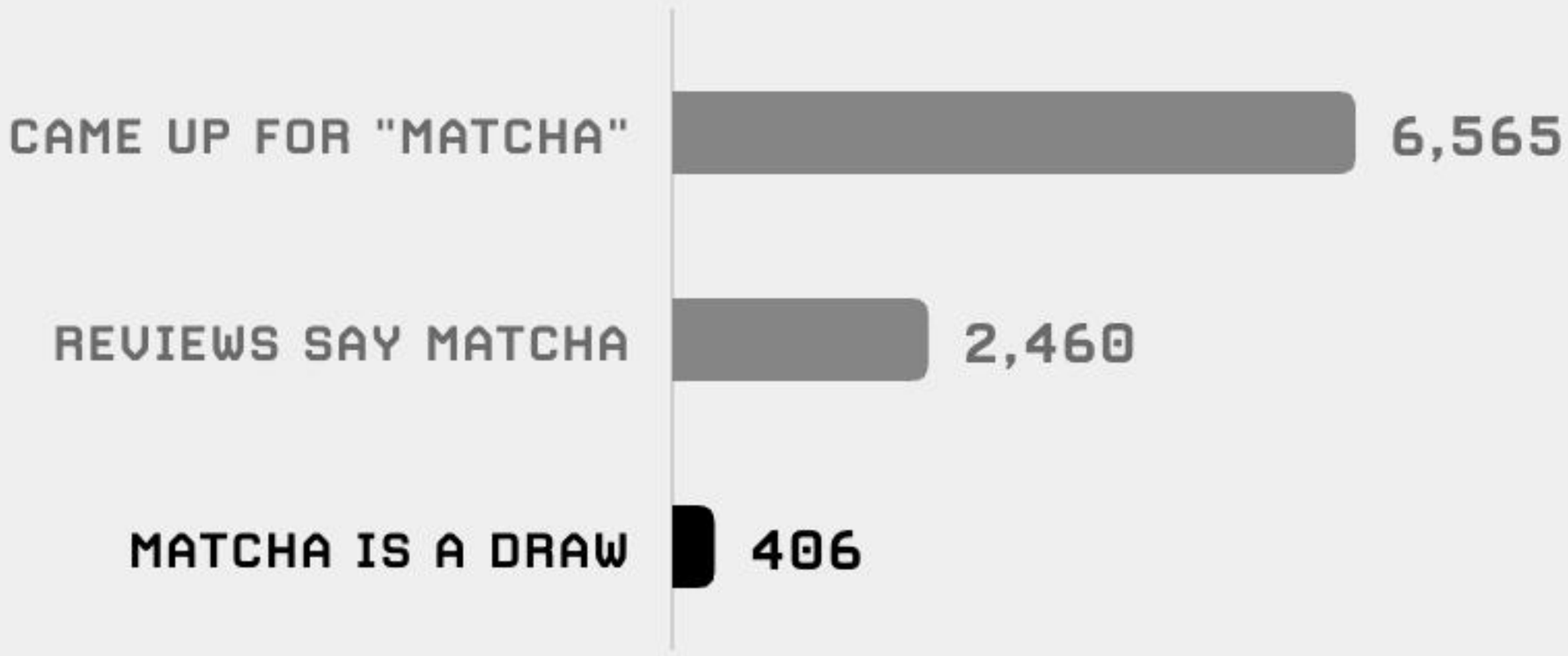


ALMOST AS MUCH MATCHA TALK AS SHAH ALAM, FAR FEWER PLACES: 3.7 PER 100 CAFÉS, NOT 6.

Within 5 km of the middle of each area's cafés: share of 2025 and 2026 Google reviews of cafés that use the word matcha, and matcha places per 100 cafés. Kajang: 17 matcha places, 460 cafés.

AROUND KL · GOOGLE MAPS AND REVIEWS

I ASKED AI TO READ 44,528 REVIEWS OF PLACES THAT SERVE MATCHA.



AI TOOK OUT CHAINS, RESTAURANTS AND SHOPS,
THEN READ THE REVIEWS THAT SAY MATCHA.

406 PLACES: REVIEWERS COME FOR THE MATCHA.

Klang Valley, October 2026. Searched: matcha, matcha cafe, matcha bar. About 18.1 reviews read a place (the ones Google shows first).