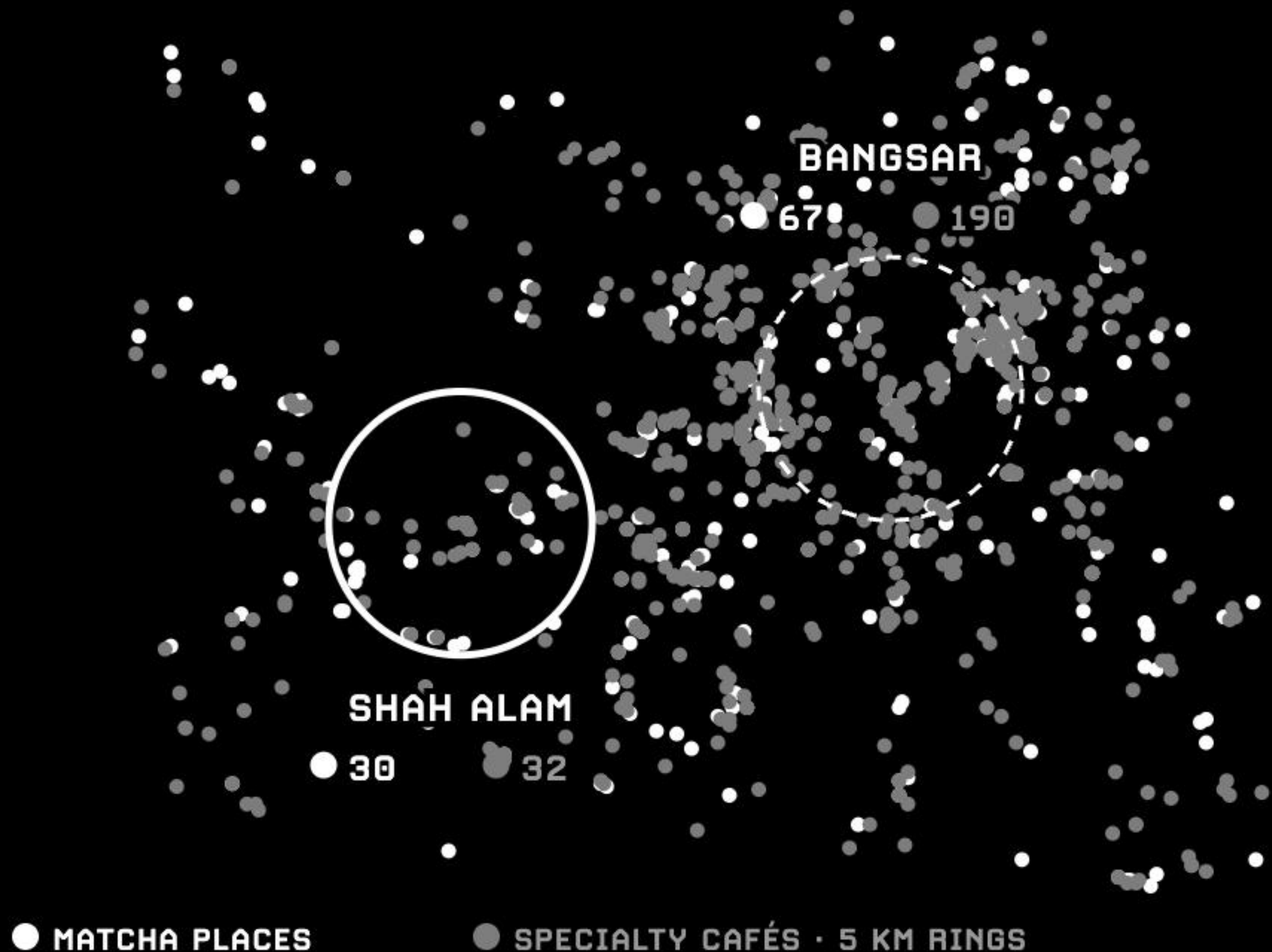


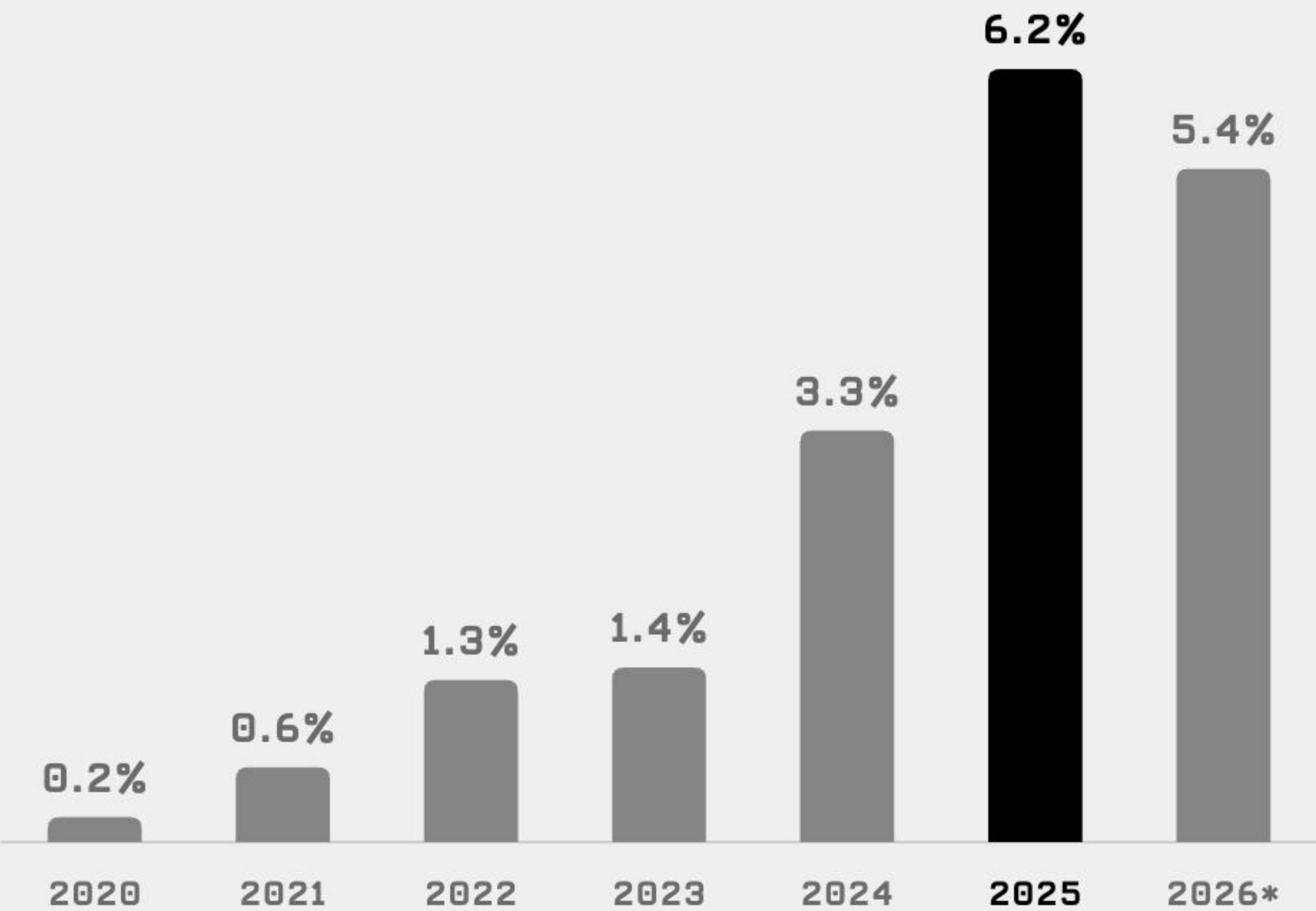
AROUND KL · GOOGLE MAPS

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



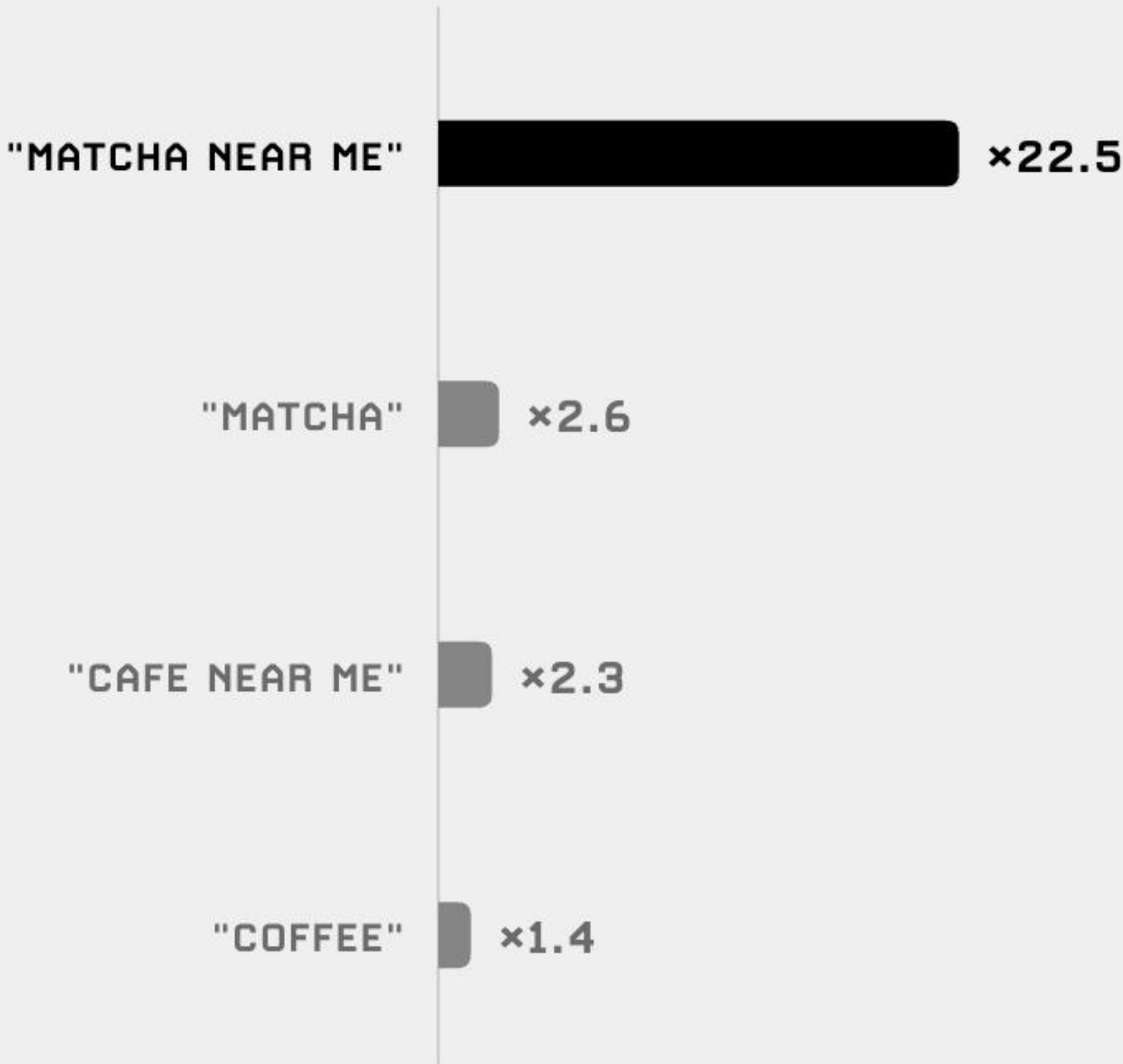
406 matcha places [white] and 824 specialty cafés [gray] around KL, October 2026. Within 5 km of the middle of Shah Alam's cafés: 30 matcha places, 32 specialty cafés. Bangsar: 67 and 190. By Google's city field: 47 and 67.

IN 2023, ABOUT 1 CAFÉ
REVIEW IN 70 SAID MATCHA.
IN 2025, ABOUT 1 IN 16.



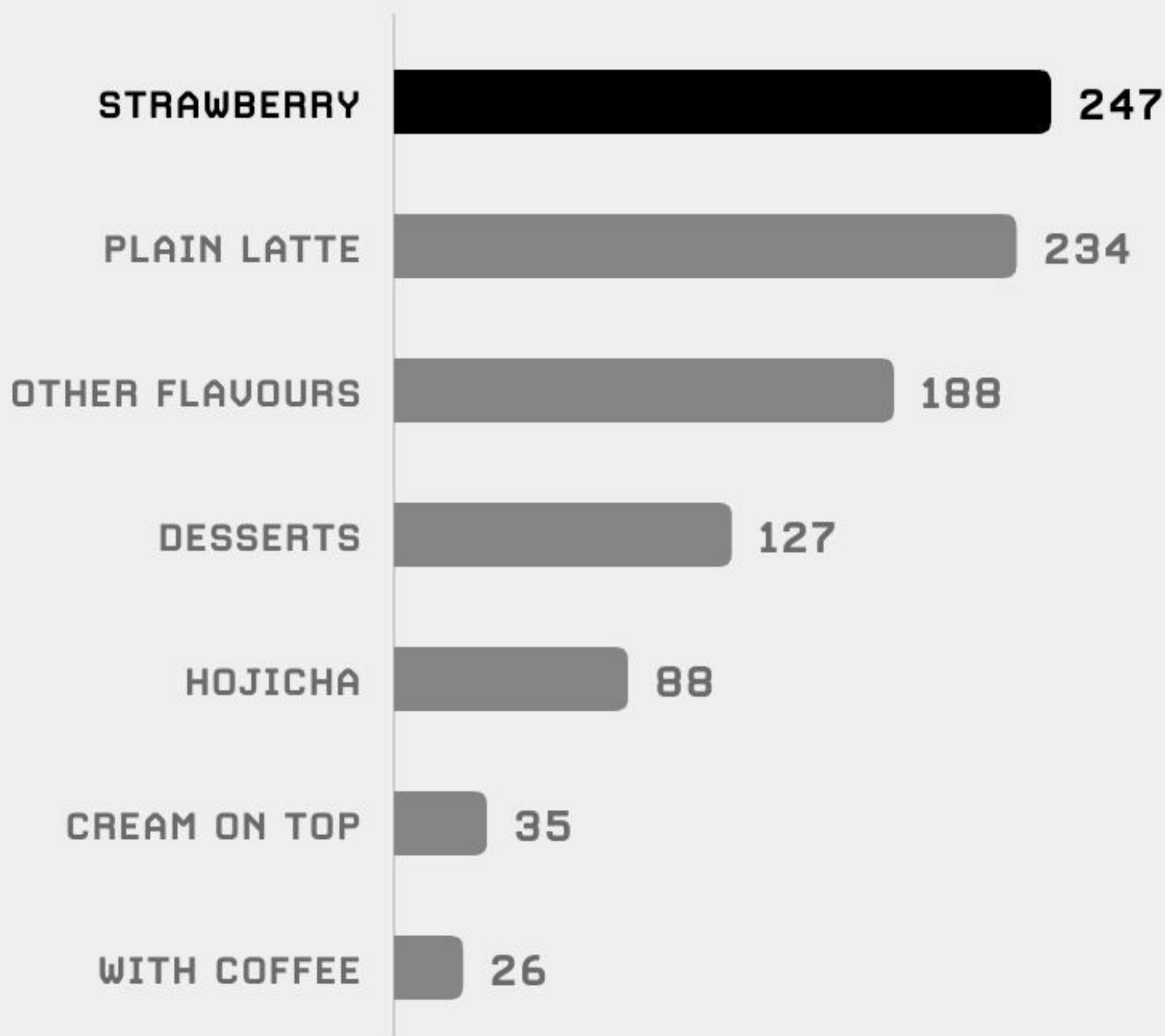
Share of saved Google reviews of 11,410 KL cafés that use the word matcha, by the year the review was written: 1,910 of 30,876 in 2025. *2026 is January to early October. Google's most relevant reviews, so a count, not a census.

"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.

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.**

MATCHA LATTE

RM14



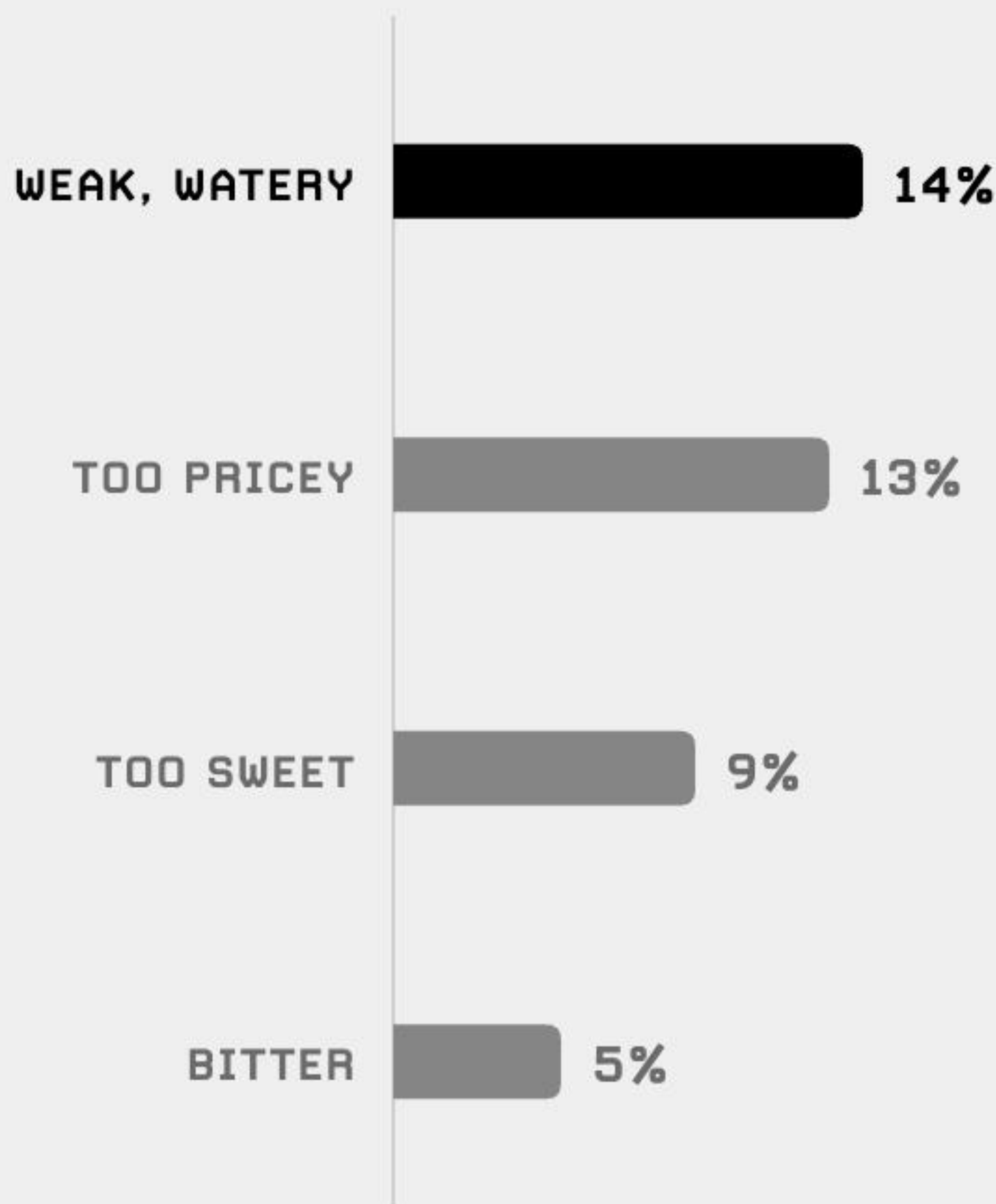
COFFEE, KL CAFÉS

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.

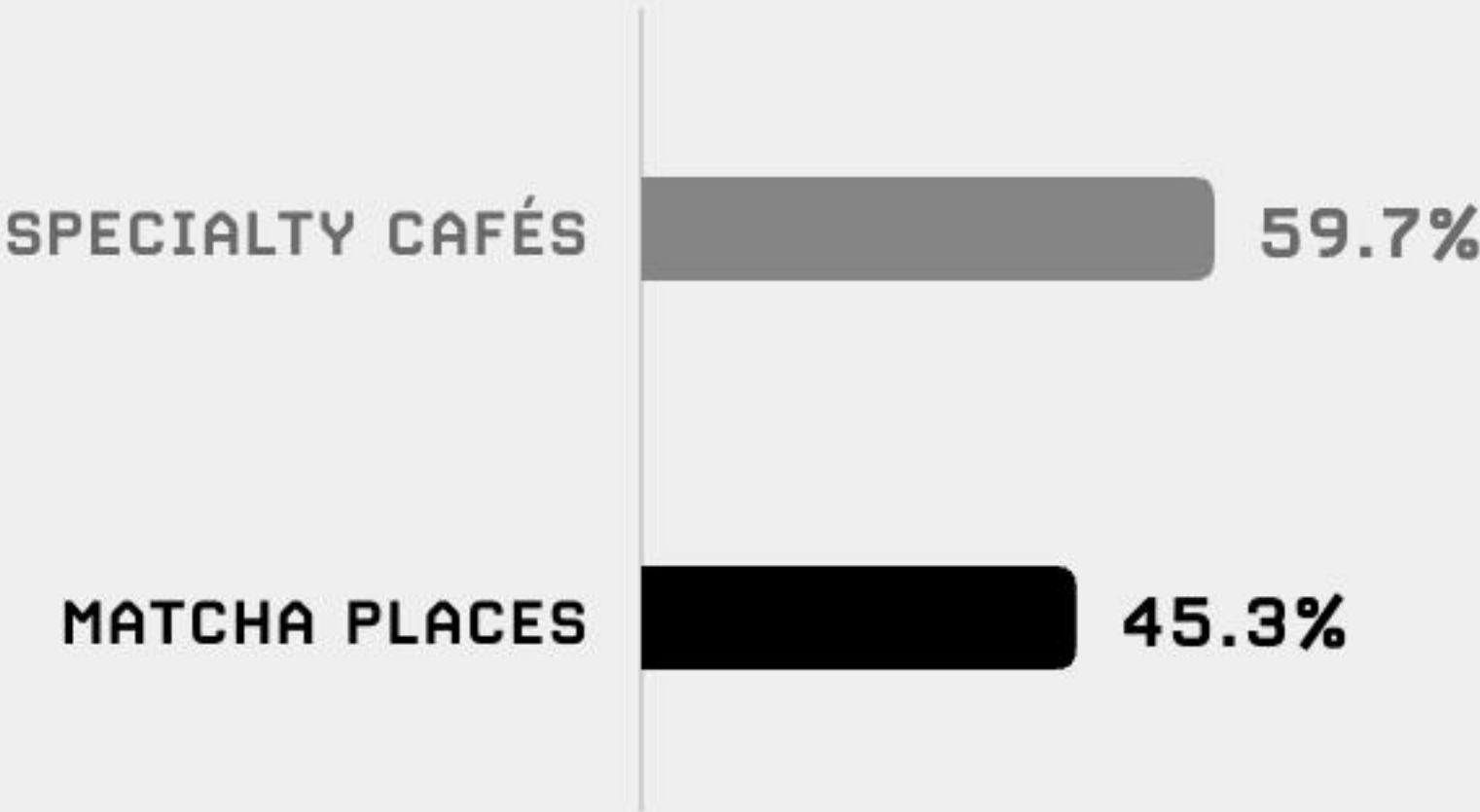
THE TOP COMPLAINT
ISN'T SUGAR.
IT'S WEAK, WATERY MATCHA.



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

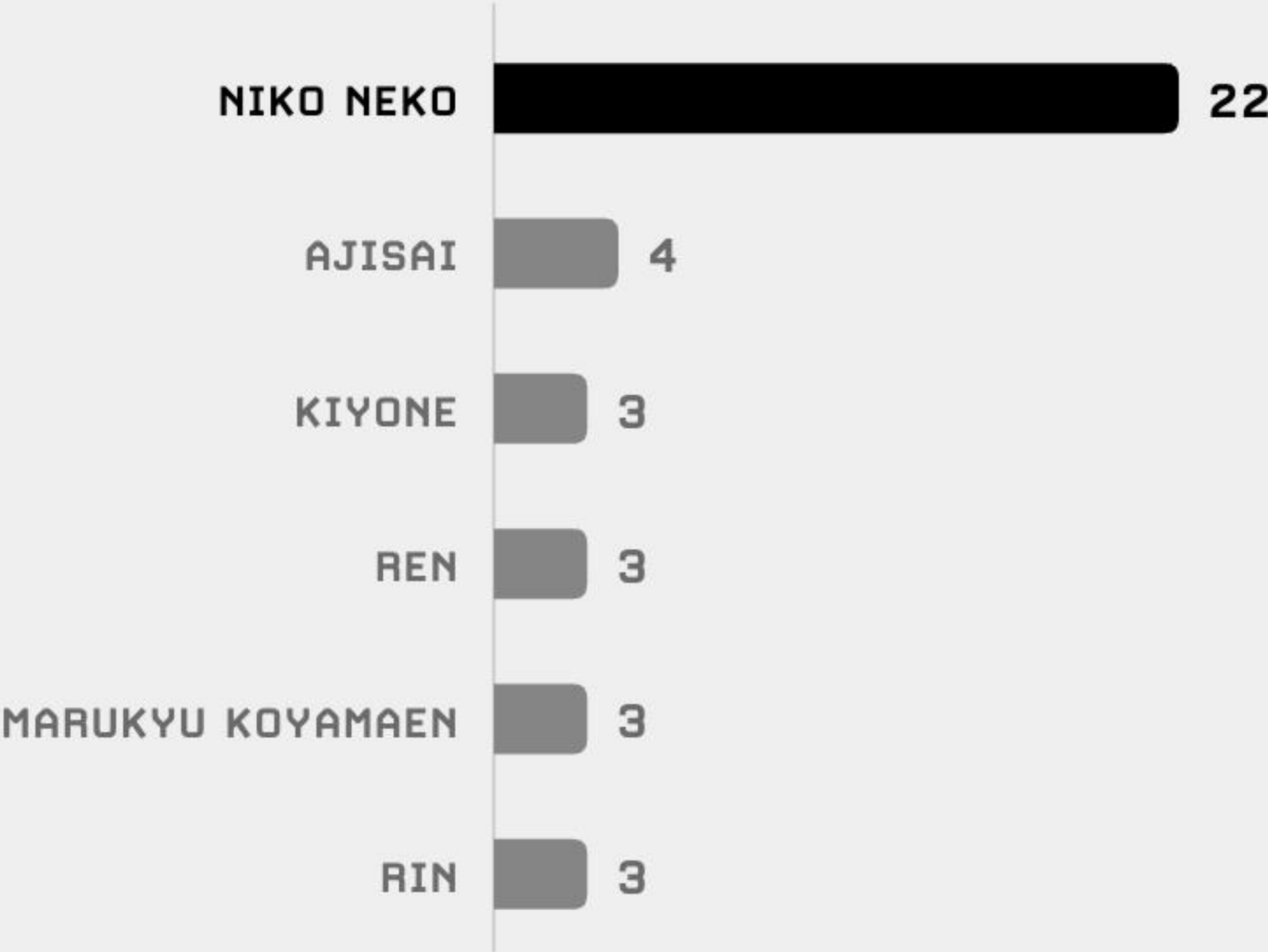
**SPECIALTY COFFEE
CROWDS ROUND BANGSAR.
MATCHA SPREADS OUT.**



**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.

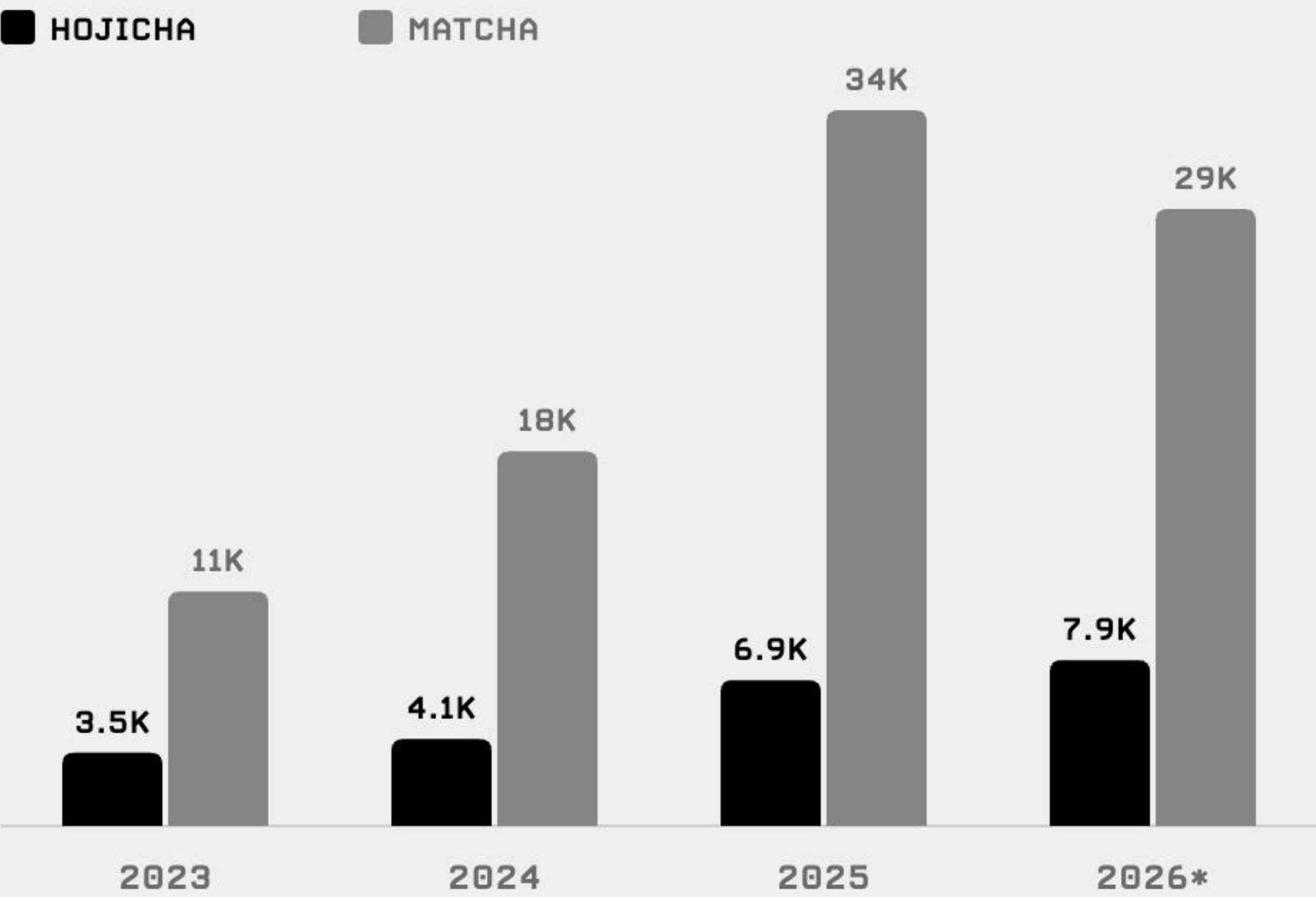
THE MATCHA BRAND REVIEWS NAME MOST: NIKO NEKO.



THE TOWN THEY NAME MOST: UJI (12 PLACES)

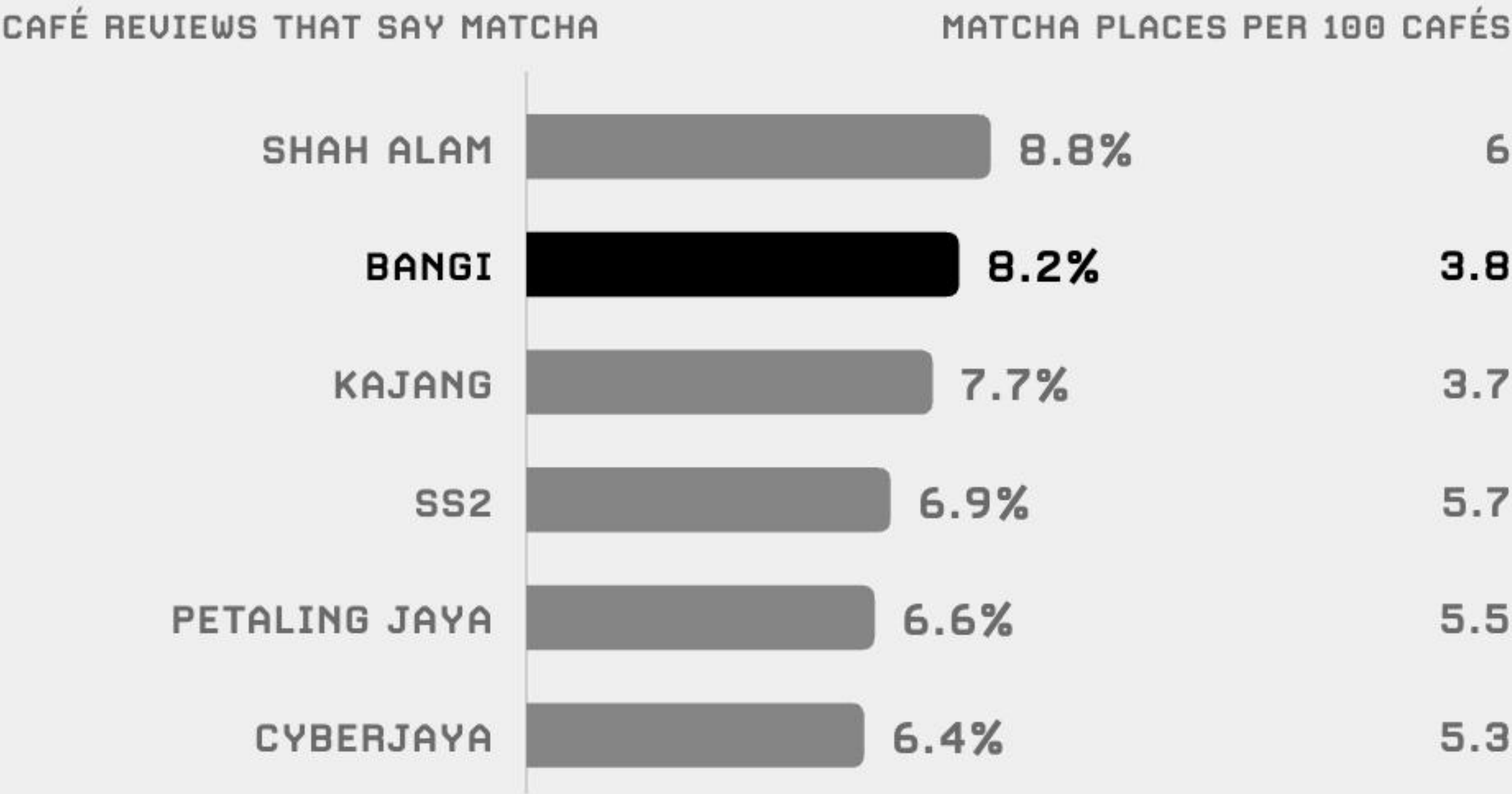
Matcha places whose reviews name the matcha they use (54 of 406) or where it comes from (30), counted once a place. A place's own name doesn't count.

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



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

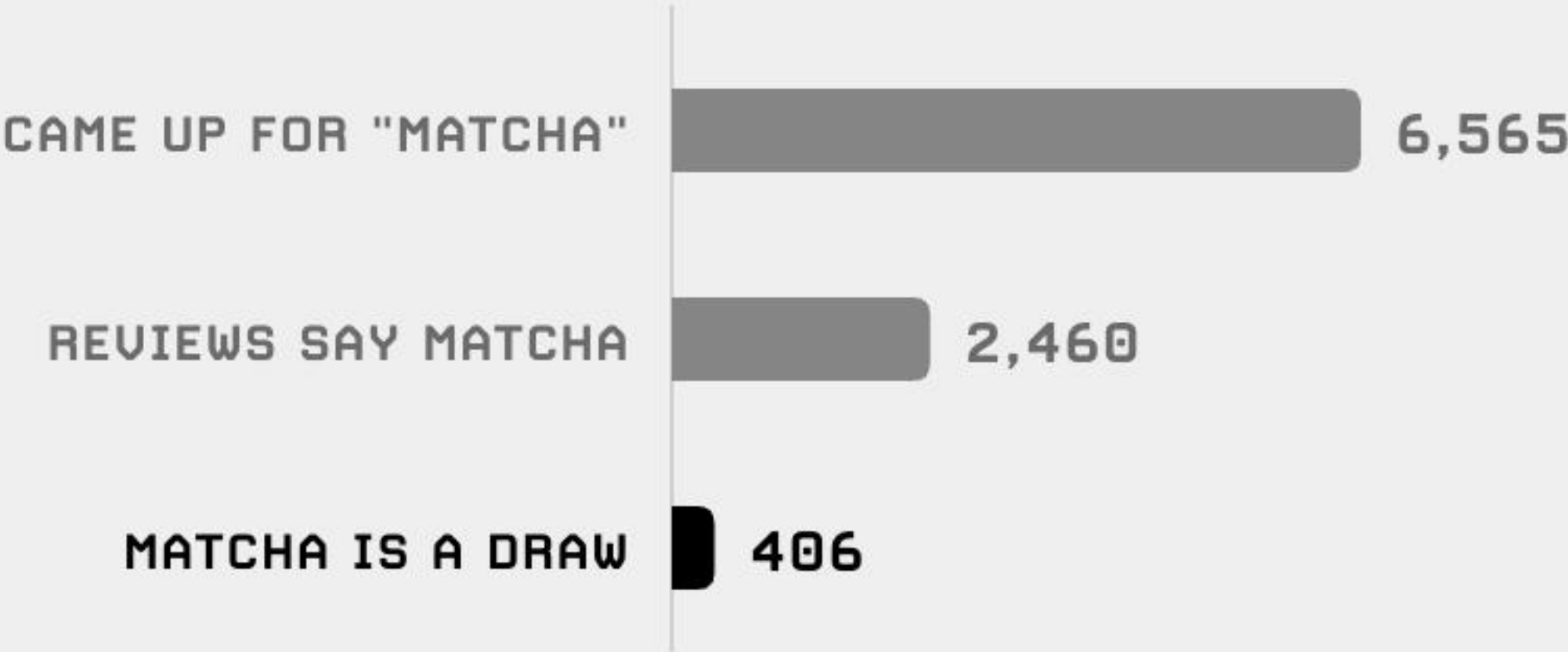
IF I WERE OPENING ONE,
I'D OPEN IT IN
BANGI.



ALMOST AS MUCH MATCHA TALK AS SHAH ALAM,
FAR FEWER PLACES: 3.8 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. Bangi: 15 matcha places, 398 cafés.

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].