

# **Global Hard Kombucha Market Size study, by ABV Content (Up to 5.0% ABV, 6.0 to 10.0% ABV, Others) by Distribution Channel (On-trade, Off-trade) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Hard Kombucha Market is valued approximately USD 40.9 million in 2021 and is anticipated to grow with a healthy growth rate of more than 23.5 % over the forecast period 2022-2028. Hard kombucha is an alcoholic kombucha created in the same way as ordinary kombucha - using Tea, Pure Spring Water, Raw Cane Sugar, and Kombucha Cultures. The increased popularity of low-alcohol beverages among consumers, particularly millennials and the younger generation, is fueling market demand. According to a PennState Extension report, in January 2020, around 64 percent of millennials favour innovative beverages such as kombucha, compared to only 29 percent of baby boomers. Furthermore, a decrease in alcohol intake and an increase in sober-curious customers have raised demand for low-alcohol beverages. Product demand is projected to be driven by a shift in customer preference toward health-based fermented drinks/beverages. These beverages include probiotic microorganisms, which aid in the treatment of a variety of ailments, including digestion and inflammation. As a result, prominent market players are releasing items to meet such demands. For example, JuneShine, a San Diego-based business, will offer JuneShine100, a 'better-for-you' alcoholic beverage with 100 calories, 1 gramme of sugar per can, and a 4.2 percent alcohol content, in June 2020. According to the firm, its product is gluten-free, manufactured from genuine fruit, and contains probiotics and antioxidants. However, consumption-related side effects hamper market expansion throughout the projection period of 2022-2028.

The key regions considered for the Global Hard Kombucha Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America

emerged as the market leader. The region has seen strong demand from customers such as baby boomers, millennials, and Gen Z. The primary market participants are advertising their items in novel methods. Furthermore, the widespread appeal of these drinks has made them acceptable to both male and female customers, which is expected to increase consumption in the future years. Asia Pacific gained a significant revenue share and is expected to expand at the quickest CAGR. Growing consumer awareness and product visibility in countries such as China, Japan, and Australia are likely to drive market expansion in this region. Furthermore, the availability of a wide range of tastes will boost product penetration, promoting regional market growth.

Major market player included in this report are:

Remedy Drinks

Jiant

Flying Embers

JuneShine

Boochcraft

Kyla

Unity Vibration

Dr Hops

Ventura Brewing Company

Allkind

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By ABV Content:

Up to 5.0% ABV

6.0 to 10.0% ABV

Others

By Distribution Channel:

On-trade

Off-trade

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Hard Kombucha Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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