

Adaptogenic Beverages Market - 2023-2031

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Abstracts

The Adaptogenic Beverages Market was valued at US\$ 1.27 billion in 2023 and is anticipated to reach US\$ 2.01 billion by 2031, at a CAGR of 0.0591 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Adaptogenic Beverages Market.

This report delivers a comprehensive overview of the Adaptogenic Beverages Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Adaptogenic Beverages Market. The Adaptogenic Beverages Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2031.

Adaptogenic Beverages Market Scope:

By Type

Tea and Coffee-based Beverages

Juices and Shots

Carbonated Beverages

Smoothies and Functional Waters

Energy Drinks

Other

By Ingredient

Ashwagandha

Rhodiola Rosea

Holy Basil (Tulsi)

Ginseng

Mushrooms

Other

By Form

Ready-to-Drink (RTD) Beverages

Powdered and Concentrated Drinks

Other

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Convenience Stores

Online Retail

By End-Use

Functional Health Beverages

Stress and Anxiety Relief

Energy and Performance

Cognitive Support and Mental Clarity

Sleep Aid

Weight Management

Key Players

Adapt Drinks

TRIP

Kin Euphorics

Om Mushroom Superfood

KeVita (PepsiCo)

Peak and Valley

Juni, LLC

REBBL, Inc.

Four Sigmatic

Rasa

Major Highlights

This report delivers a comprehensive overview of the Adaptogenic Beverages Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Adaptogenic Beverages Market. The Adaptogenic Beverages Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2031.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

Asia-Pacific (India, Japan, China, South Korea, Australia, Indonesia Rest of Asia Pacific)

South America (Colombia, Brazil, Argentina, Rest of South America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

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Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

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