

Global Birch Sap Beverage Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Birch Sap Beverage market size is expected to reach \$ 5110 million by 2032, rising at a market growth of 12.5% CAGR during the forecast period (2026-2032).

Birch sap beverage refers to a ready-to-drink liquid product made from fresh birch sap collected during the early spring sap flow period (typically 3-4 weeks before leaf expansion) from birch trees, primarily *Betula platyphylla*, *Betula pendula*, and *Betula pubescens*. After collection, the sap is filtered, pasteurized, blended (with sugar, fruit juice, carbon dioxide, preservatives, etc.), and bottled. Birch sap is known for its naturally sweet and mild taste, low sugar content, low calories, and richness in minerals, amino acids, and bioactive compounds such as betulin. With a long history of consumption in Russia, Nordic countries, and Northeast China, birch sap beverage is gaining popularity as a healthy natural drink. The category includes pure birch sap (no added fruit juice or sugar, or only minimal sugar/citric acid), blended birch sap (mixed with apple, pear, berry juices, etc.), and fermented birch sap drinks. Packaging formats include glass bottles, PET bottles, and Tetra Pak cartons, with shelf life typically 6-12 months. The product occupies a distinct niche in the mid-to-high end natural beverage market, leveraging the seasonality and scarcity of birch sap.

Birch sap beverage is a fast-growing segment in the natural plant-based drink category, with retail prices showing significant differentiation. In the Chinese market, pure NFC birch sap (300-500ml bottles) retails at approximately 15-30 RMB per bottle, while blended products (birch sap mixed with fruit juice) sell for 8-15 RMB per bottle. The category has seen explosive growth through e-commerce and livestream channels, with Douyin platform sales reaching approximately 1.2 billion RMB in 2025, up over 800% year-on-year. Gross margins vary by business model: vertically integrated players with in-house harvesting and processing achieve higher margins, whereas

brands relying on purchased concentrate for bottling realize lower margins. Major consumption markets include China, Russia, and Nordic countries. China's annual birch sap collection volume has exceeded 60,000 metric tons, with the core production area Yichun alone contributing about 47,500 tons and generating 317 million RMB in output value in 2025. Finnish leading player Nordic Koivu has a maximum daily production capacity of 250,000 liters and exports to more than 20 countries. Downstream applications cover health & wellness, daily home consumption, gift and tourism specialties, food service & hospitality, and industrial ingredient sales. Demand growth is primarily driven by rising consumer preference for forest-sourced, additive-free beverages, expanding distribution channels (convenience stores, community group buying, livestream e-commerce), and increasing Asian exports from Russian brands. The competitive landscape features a mix of major beverage groups (Huiyuan, Nongfu Spring) leveraging their brand and channel strengths, strong domestic brands in Russia (Limonov, Berezovyi Sok), Nordic premium organic players (Nordic Koivu), and numerous small-scale processors in China's Heilongjiang and Jilin provinces (approximately 74 registered enterprises, only 16 above designated size). Key uncertainties include: first, climate-driven volatility in birch sap yield (annual output per tree ranges from 31 to 150 kilograms), which can affect raw material supply stability and pricing; second, Western import restrictions and tariffs on Russian-origin birch sap in the wake of the Ukraine conflict; third, intensifying competition within the natural water and plant-based beverage segments, potentially leading to low-priced blended imitations that undermine the premium image of pure birch sap. Overall, the birch sap beverage market is in a rapid growth phase, driven by natural and functional attributes, and is shifting from a resource-driven to a brand-driven model. Players with upstream control and strong brand building capabilities are well positioned for future expansion.

This report studies the global Birch Sap Beverage production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Birch Sap Beverage and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Birch Sap Beverage that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Birch Sap Beverage total production and demand, 2021-2032, (K Units)

Global Birch Sap Beverage total production value, 2021-2032, (USD Million)

Global Birch Sap Beverage production by region & country, production, value, CAGR,

2021-2032, (USD Million) & (K Units), (based on production site)

Global Birch Sap Beverage consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Birch Sap Beverage domestic production, consumption, key domestic manufacturers and share

Global Birch Sap Beverage production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Birch Sap Beverage production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Birch Sap Beverage production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Birch Sap Beverage market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Huiyuan Juice, Nongfu Spring, Ilin Center, Yichun Baihua, Heilongjiang Forestry Industry Group, Limonov, Berezovyi Sok, Altai Premium, Nordic Koivu, Sealand Birk, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Birch Sap Beverage market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Birch Sap Beverage Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Birch Sap Beverage Market, Segmentation by Type:

Pure Birch Sap (NFC)

Blended Birch Sap Drink

Concentrated Birch Sap

Sparkling Birch Sap

Fermented Birch Sap

Global Birch Sap Beverage Market, Segmentation by Product Positioning:

Pure / Premium Natural

Functional Fortified

Sugar-free / Low-calorie

Kids / Family

Sparkling / Mixer

Global Birch Sap Beverage Market, Segmentation by Application:

Health & Wellness Beverage

Home Consumption

Gift & Premium Market

Food Service & Hospitality

Industrial Ingredient

Others

Companies Profiled:

Huiyuan Juice

Nongfu Spring

Ilin Center

Yichun Baihua

Heilongjiang Forestry Industry Group

Limonov

Berezovyi Sok

Altai Premium

Nordic Koivu

Sealand Birk

Birch Sap Oy

Siberia Natural

Swedish Birch Water

Key Questions Answered:

1. How big is the global Birch Sap Beverage market?
2. What is the demand of the global Birch Sap Beverage market?
3. What is the year over year growth of the global Birch Sap Beverage market?
4. What is the production and production value of the global Birch Sap Beverage market?
5. Who are the key producers in the global Birch Sap Beverage market?
6. What are the growth factors driving the market demand?

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