

Global Birch Sap Beverage Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Birch Sap Beverage market size was valued at US\$ 2166 million in 2025 and is forecast to a readjusted size of US\$ 5110 million by 2032 with a CAGR of 12.5% during review period.

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 is a detailed and comprehensive analysis for global Birch Sap Beverage market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Birch Sap Beverage market size and forecasts, in consumption value (\$ Million),

sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Birch Sap Beverage market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Birch Sap Beverage market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Birch Sap Beverage market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Birch Sap Beverage

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Birch Sap Beverage market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Birch Sap Beverage market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This

analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Pure Birch Sap (NFC)

Blended Birch Sap Drink

Concentrated Birch Sap

Sparkling Birch Sap

Fermented Birch Sap

Market segment by Product Positioning

Pure / Premium Natural

Functional Fortified

Sugar-free / Low-calorie

Kids / Family

Sparkling / Mixer

Market segment by Application

Health & Wellness Beverage

Home Consumption

Gift & Premium Market

Food Service & Hospitality

Industrial Ingredient

Others

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Birch Sap Beverage product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Birch Sap Beverage, with price, sales quantity, revenue, and global market share of Birch Sap Beverage from 2021 to 2026.

Chapter 3, the Birch Sap Beverage competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Birch Sap Beverage breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Birch Sap Beverage market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Birch Sap Beverage.

Chapter 14 and 15, to describe Birch Sap Beverage sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Birch Sap Beverage Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Pure Birch Sap (NFC)

1.3.3 Blended Birch Sap Drink

1.3.4 Concentrated Birch Sap

1.3.5 Sparkling Birch Sap

1.3.6 Fermented Birch Sap

1.4 Market Analysis by Product Positioning

1.4.1 Overview: Global Birch Sap Beverage Consumption Value by Product Positioning: 2021 Versus 2025 Versus 2032

1.4.2 Pure / Premium Natural

1.4.3 Functional Fortified

1.4.4 Sugar-free / Low-calorie

1.4.5 Kids / Family

1.4.6 Sparkling / Mixer

1.5 Market Analysis by Application

1.5.1 Overview: Global Birch Sap Beverage Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.5.2 Health & Wellness Beverage

1.5.3 Home Consumption

1.5.4 Gift & Premium Market

1.5.5 Food Service & Hospitality

1.5.6 Industrial Ingredient

1.5.7 Others

1.6 Global Birch Sap Beverage Market Size & Forecast

1.6.1 Global Birch Sap Beverage Consumption Value (2021 & 2025 & 2032)

1.6.2 Global Birch Sap Beverage Sales Quantity (2021-2032)

1.6.3 Global Birch Sap Beverage Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Huiyuan Juice

- 2.1.1 Huiyuan Juice Details
- 2.1.2 Huiyuan Juice Major Business
- 2.1.3 Huiyuan Juice Birch Sap Beverage Product and Services
- 2.1.4 Huiyuan Juice Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Huiyuan Juice Recent Developments/Updates
- 2.2 Nongfu Spring
 - 2.2.1 Nongfu Spring Details
 - 2.2.2 Nongfu Spring Major Business
 - 2.2.3 Nongfu Spring Birch Sap Beverage Product and Services
 - 2.2.4 Nongfu Spring Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.2.5 Nongfu Spring Recent Developments/Updates
- 2.3 Ilin Center
 - 2.3.1 Ilin Center Details
 - 2.3.2 Ilin Center Major Business
 - 2.3.3 Ilin Center Birch Sap Beverage Product and Services
 - 2.3.4 Ilin Center Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.3.5 Ilin Center Recent Developments/Updates
- 2.4 Yichun Baihua
 - 2.4.1 Yichun Baihua Details
 - 2.4.2 Yichun Baihua Major Business
 - 2.4.3 Yichun Baihua Birch Sap Beverage Product and Services
 - 2.4.4 Yichun Baihua Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.4.5 Yichun Baihua Recent Developments/Updates
- 2.5 Heilongjiang Forestry Industry Group
 - 2.5.1 Heilongjiang Forestry Industry Group Details
 - 2.5.2 Heilongjiang Forestry Industry Group Major Business
 - 2.5.3 Heilongjiang Forestry Industry Group Birch Sap Beverage Product and Services
 - 2.5.4 Heilongjiang Forestry Industry Group Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 Heilongjiang Forestry Industry Group Recent Developments/Updates
- 2.6 Limonov
 - 2.6.1 Limonov Details
 - 2.6.2 Limonov Major Business
 - 2.6.3 Limonov Birch Sap Beverage Product and Services
 - 2.6.4 Limonov Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2021-2026)

2.6.5 Limonov Recent Developments/Updates

2.7 Berezovyi Sok

2.7.1 Berezovyi Sok Details

2.7.2 Berezovyi Sok Major Business

2.7.3 Berezovyi Sok Birch Sap Beverage Product and Services

2.7.4 Berezovyi Sok Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Berezovyi Sok Recent Developments/Updates

2.8 Altai Premium

2.8.1 Altai Premium Details

2.8.2 Altai Premium Major Business

2.8.3 Altai Premium Birch Sap Beverage Product and Services

2.8.4 Altai Premium Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Altai Premium Recent Developments/Updates

2.9 Nordic Koivu

2.9.1 Nordic Koivu Details

2.9.2 Nordic Koivu Major Business

2.9.3 Nordic Koivu Birch Sap Beverage Product and Services

2.9.4 Nordic Koivu Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Nordic Koivu Recent Developments/Updates

2.10 Sealand Birk

2.10.1 Sealand Birk Details

2.10.2 Sealand Birk Major Business

2.10.3 Sealand Birk Birch Sap Beverage Product and Services

2.10.4 Sealand Birk Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Sealand Birk Recent Developments/Updates

2.11 Birch Sap Oy

2.11.1 Birch Sap Oy Details

2.11.2 Birch Sap Oy Major Business

2.11.3 Birch Sap Oy Birch Sap Beverage Product and Services

2.11.4 Birch Sap Oy Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Birch Sap Oy Recent Developments/Updates

2.12 Siberia Natural

2.12.1 Siberia Natural Details

- 2.12.2 Siberia Natural Major Business
- 2.12.3 Siberia Natural Birch Sap Beverage Product and Services
- 2.12.4 Siberia Natural Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.12.5 Siberia Natural Recent Developments/Updates
- 2.13 Swedish Birch Water
 - 2.13.1 Swedish Birch Water Details
 - 2.13.2 Swedish Birch Water Major Business
 - 2.13.3 Swedish Birch Water Birch Sap Beverage Product and Services
 - 2.13.4 Swedish Birch Water Birch Sap Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.13.5 Swedish Birch Water Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: BIRCH SAP BEVERAGE BY MANUFACTURER

- 3.1 Global Birch Sap Beverage Sales Quantity by Manufacturer (2021-2026)
- 3.2 Global Birch Sap Beverage Revenue by Manufacturer (2021-2026)
- 3.3 Global Birch Sap Beverage Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
 - 3.4.1 Producer Shipments of Birch Sap Beverage by Manufacturer Revenue (\$MM) and Market Share (%): 2025
 - 3.4.2 Top 3 Birch Sap Beverage Manufacturer Market Share in 2025
 - 3.4.3 Top 6 Birch Sap Beverage Manufacturer Market Share in 2025
- 3.5 Birch Sap Beverage Market: Overall Company Footprint Analysis
 - 3.5.1 Birch Sap Beverage Market: Region Footprint
 - 3.5.2 Birch Sap Beverage Market: Company Product Type Footprint
 - 3.5.3 Birch Sap Beverage Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Birch Sap Beverage Market Size by Region
 - 4.1.1 Global Birch Sap Beverage Sales Quantity by Region (2021-2032)
 - 4.1.2 Global Birch Sap Beverage Consumption Value by Region (2021-2032)
 - 4.1.3 Global Birch Sap Beverage Average Price by Region (2021-2032)
- 4.2 North America Birch Sap Beverage Consumption Value (2021-2032)
- 4.3 Europe Birch Sap Beverage Consumption Value (2021-2032)
- 4.4 Asia-Pacific Birch Sap Beverage Consumption Value (2021-2032)

4.5 South America Birch Sap Beverage Consumption Value (2021-2032)

4.6 Middle East & Africa Birch Sap Beverage Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Birch Sap Beverage Sales Quantity by Type (2021-2032)

5.2 Global Birch Sap Beverage Consumption Value by Type (2021-2032)

5.3 Global Birch Sap Beverage Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Birch Sap Beverage Sales Quantity by Application (2021-2032)

6.2 Global Birch Sap Beverage Consumption Value by Application (2021-2032)

6.3 Global Birch Sap Beverage Average Price by Application (2021-2032)

7 NORTH AMERICA

7.1 North America Birch Sap Beverage Sales Quantity by Type (2021-2032)

7.2 North America Birch Sap Beverage Sales Quantity by Application (2021-2032)

7.3 North America Birch Sap Beverage Market Size by Country

7.3.1 North America Birch Sap Beverage Sales Quantity by Country (2021-2032)

7.3.2 North America Birch Sap Beverage Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

8.1 Europe Birch Sap Beverage Sales Quantity by Type (2021-2032)

8.2 Europe Birch Sap Beverage Sales Quantity by Application (2021-2032)

8.3 Europe Birch Sap Beverage Market Size by Country

8.3.1 Europe Birch Sap Beverage Sales Quantity by Country (2021-2032)

8.3.2 Europe Birch Sap Beverage Consumption Value by Country (2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Birch Sap Beverage Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Birch Sap Beverage Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Birch Sap Beverage Market Size by Region
 - 9.3.1 Asia-Pacific Birch Sap Beverage Sales Quantity by Region (2021-2032)
 - 9.3.2 Asia-Pacific Birch Sap Beverage Consumption Value by Region (2021-2032)
 - 9.3.3 China Market Size and Forecast (2021-2032)
 - 9.3.4 Japan Market Size and Forecast (2021-2032)
 - 9.3.5 South Korea Market Size and Forecast (2021-2032)
 - 9.3.6 India Market Size and Forecast (2021-2032)
 - 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
 - 9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

- 10.1 South America Birch Sap Beverage Sales Quantity by Type (2021-2032)
- 10.2 South America Birch Sap Beverage Sales Quantity by Application (2021-2032)
- 10.3 South America Birch Sap Beverage Market Size by Country
 - 10.3.1 South America Birch Sap Beverage Sales Quantity by Country (2021-2032)
 - 10.3.2 South America Birch Sap Beverage Consumption Value by Country (2021-2032)
 - 10.3.3 Brazil Market Size and Forecast (2021-2032)
 - 10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Birch Sap Beverage Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Birch Sap Beverage Sales Quantity by Application (2021-2032)
- 11.3 Middle East & Africa Birch Sap Beverage Market Size by Country
 - 11.3.1 Middle East & Africa Birch Sap Beverage Sales Quantity by Country (2021-2032)
 - 11.3.2 Middle East & Africa Birch Sap Beverage Consumption Value by Country (2021-2032)
 - 11.3.3 Turkey Market Size and Forecast (2021-2032)
 - 11.3.4 Egypt Market Size and Forecast (2021-2032)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
 - 11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Birch Sap Beverage Market Drivers
- 12.2 Birch Sap Beverage Market Restraints
- 12.3 Birch Sap Beverage Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Birch Sap Beverage and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Birch Sap Beverage
- 13.3 Birch Sap Beverage Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Birch Sap Beverage Typical Distributors
- 14.3 Birch Sap Beverage Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Birch Sap Beverage Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Birch Sap Beverage Consumption Value by Product Positioning, (USD Million), 2021 & 2025 & 2032

Table 3. Global Birch Sap Beverage Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 4. Huiyuan Juice Basic Information, Manufacturing Base and Competitors

Table 5. Huiyuan Juice Major Business

Table 6. Huiyuan Juice Birch Sap Beverage Product and Services

Table 7. Huiyuan Juice Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 8. Huiyuan Juice Recent Developments/Updates

Table 9. Nongfu Spring Basic Information, Manufacturing Base and Competitors

Table 10. Nongfu Spring Major Business

Table 11. Nongfu Spring Birch Sap Beverage Product and Services

Table 12. Nongfu Spring Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 13. Nongfu Spring Recent Developments/Updates

Table 14. Ilin Center Basic Information, Manufacturing Base and Competitors

Table 15. Ilin Center Major Business

Table 16. Ilin Center Birch Sap Beverage Product and Services

Table 17. Ilin Center Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 18. Ilin Center Recent Developments/Updates

Table 19. Yichun Baihua Basic Information, Manufacturing Base and Competitors

Table 20. Yichun Baihua Major Business

Table 21. Yichun Baihua Birch Sap Beverage Product and Services

Table 22. Yichun Baihua Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 23. Yichun Baihua Recent Developments/Updates

Table 24. Heilongjiang Forestry Industry Group Basic Information, Manufacturing Base and Competitors

Table 25. Heilongjiang Forestry Industry Group Major Business

Table 26. Heilongjiang Forestry Industry Group Birch Sap Beverage Product and Services

Table 27. Heilongjiang Forestry Industry Group Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 28. Heilongjiang Forestry Industry Group Recent Developments/Updates

Table 29. Limonov Basic Information, Manufacturing Base and Competitors

Table 30. Limonov Major Business

Table 31. Limonov Birch Sap Beverage Product and Services

Table 32. Limonov Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 33. Limonov Recent Developments/Updates

Table 34. Berezovyi Sok Basic Information, Manufacturing Base and Competitors

Table 35. Berezovyi Sok Major Business

Table 36. Berezovyi Sok Birch Sap Beverage Product and Services

Table 37. Berezovyi Sok Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 38. Berezovyi Sok Recent Developments/Updates

Table 39. Altai Premium Basic Information, Manufacturing Base and Competitors

Table 40. Altai Premium Major Business

Table 41. Altai Premium Birch Sap Beverage Product and Services

Table 42. Altai Premium Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 43. Altai Premium Recent Developments/Updates

Table 44. Nordic Koivu Basic Information, Manufacturing Base and Competitors

Table 45. Nordic Koivu Major Business

Table 46. Nordic Koivu Birch Sap Beverage Product and Services

Table 47. Nordic Koivu Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 48. Nordic Koivu Recent Developments/Updates

Table 49. Sealand Birk Basic Information, Manufacturing Base and Competitors

Table 50. Sealand Birk Major Business

Table 51. Sealand Birk Birch Sap Beverage Product and Services

Table 52. Sealand Birk Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 53. Sealand Birk Recent Developments/Updates

Table 54. Birch Sap Oy Basic Information, Manufacturing Base and Competitors

Table 55. Birch Sap Oy Major Business

Table 56. Birch Sap Oy Birch Sap Beverage Product and Services

Table 57. Birch Sap Oy Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 58. Birch Sap Oy Recent Developments/Updates
- Table 59. Siberia Natural Basic Information, Manufacturing Base and Competitors
- Table 60. Siberia Natural Major Business
- Table 61. Siberia Natural Birch Sap Beverage Product and Services
- Table 62. Siberia Natural Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 63. Siberia Natural Recent Developments/Updates
- Table 64. Swedish Birch Water Basic Information, Manufacturing Base and Competitors
- Table 65. Swedish Birch Water Major Business
- Table 66. Swedish Birch Water Birch Sap Beverage Product and Services
- Table 67. Swedish Birch Water Birch Sap Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 68. Swedish Birch Water Recent Developments/Updates
- Table 69. Global Birch Sap Beverage Sales Quantity by Manufacturer (2021-2026) & (K Units)
- Table 70. Global Birch Sap Beverage Revenue by Manufacturer (2021-2026) & (USD Million)
- Table 71. Global Birch Sap Beverage Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 72. Market Position of Manufacturers in Birch Sap Beverage, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 73. Head Office and Birch Sap Beverage Production Site of Key Manufacturer
- Table 74. Birch Sap Beverage Market: Company Product Type Footprint
- Table 75. Birch Sap Beverage Market: Company Product Application Footprint
- Table 76. Birch Sap Beverage New Market Entrants and Barriers to Market Entry
- Table 77. Birch Sap Beverage Mergers, Acquisition, Agreements, and Collaborations
- Table 78. Global Birch Sap Beverage Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
- Table 79. Global Birch Sap Beverage Sales Quantity by Region (2021-2026) & (K Units)
- Table 80. Global Birch Sap Beverage Sales Quantity by Region (2027-2032) & (K Units)
- Table 81. Global Birch Sap Beverage Consumption Value by Region (2021-2026) & (USD Million)
- Table 82. Global Birch Sap Beverage Consumption Value by Region (2027-2032) & (USD Million)
- Table 83. Global Birch Sap Beverage Average Price by Region (2021-2026) & (US\$/Unit)
- Table 84. Global Birch Sap Beverage Average Price by Region (2027-2032) & (US\$/Unit)
- Table 85. Global Birch Sap Beverage Sales Quantity by Type (2021-2026) & (K Units)

- Table 86. Global Birch Sap Beverage Sales Quantity by Type (2027-2032) & (K Units)
- Table 87. Global Birch Sap Beverage Consumption Value by Type (2021-2026) & (USD Million)
- Table 88. Global Birch Sap Beverage Consumption Value by Type (2027-2032) & (USD Million)
- Table 89. Global Birch Sap Beverage Average Price by Type (2021-2026) & (US\$/Unit)
- Table 90. Global Birch Sap Beverage Average Price by Type (2027-2032) & (US\$/Unit)
- Table 91. Global Birch Sap Beverage Sales Quantity by Application (2021-2026) & (K Units)
- Table 92. Global Birch Sap Beverage Sales Quantity by Application (2027-2032) & (K Units)
- Table 93. Global Birch Sap Beverage Consumption Value by Application (2021-2026) & (USD Million)
- Table 94. Global Birch Sap Beverage Consumption Value by Application (2027-2032) & (USD Million)
- Table 95. Global Birch Sap Beverage Average Price by Application (2021-2026) & (US\$/Unit)
- Table 96. Global Birch Sap Beverage Average Price by Application (2027-2032) & (US\$/Unit)
- Table 97. North America Birch Sap Beverage Sales Quantity by Type (2021-2026) & (K Units)
- Table 98. North America Birch Sap Beverage Sales Quantity by Type (2027-2032) & (K Units)
- Table 99. North America Birch Sap Beverage Sales Quantity by Application (2021-2026) & (K Units)
- Table 100. North America Birch Sap Beverage Sales Quantity by Application (2027-2032) & (K Units)
- Table 101. North America Birch Sap Beverage Sales Quantity by Country (2021-2026) & (K Units)
- Table 102. North America Birch Sap Beverage Sales Quantity by Country (2027-2032) & (K Units)
- Table 103. North America Birch Sap Beverage Consumption Value by Country (2021-2026) & (USD Million)
- Table 104. North America Birch Sap Beverage Consumption Value by Country (2027-2032) & (USD Million)
- Table 105. Europe Birch Sap Beverage Sales Quantity by Type (2021-2026) & (K Units)
- Table 106. Europe Birch Sap Beverage Sales Quantity by Type (2027-2032) & (K Units)
- Table 107. Europe Birch Sap Beverage Sales Quantity by Application (2021-2026) & (K Units)

Table 108. Europe Birch Sap Beverage Sales Quantity by Application (2027-2032) & (K Units)

Table 109. Europe Birch Sap Beverage Sales Quantity by Country (2021-2026) & (K Units)

Table 110. Europe Birch Sap Beverage Sales Quantity by Country (2027-2032) & (K Units)

Table 111. Europe Birch Sap Beverage Consumption Value by Country (2021-2026) & (USD Million)

Table 112. Europe Birch Sap Beverage Consumption Value by Country (2027-2032) & (USD Million)

Table 113. Asia-Pacific Birch Sap Beverage Sales Quantity by Type (2021-2026) & (K Units)

Table 114. Asia-Pacific Birch Sap Beverage Sales Quantity by Type (2027-2032) & (K Units)

Table 115. Asia-Pacific Birch Sap Beverage Sales Quantity by Application (2021-2026) & (K Units)

Table 116. Asia-Pacific Birch Sap Beverage Sales Quantity by Application (2027-2032) & (K Units)

Table 117. Asia-Pacific Birch Sap Beverage Sales Quantity by Region (2021-2026) & (K Units)

Table 118. Asia-Pacific Birch Sap Beverage Sales Quantity by Region (2027-2032) & (K Units)

Table 119. Asia-Pacific Birch Sap Beverage Consumption Value by Region (2021-2026) & (USD Million)

Table 120. Asia-Pacific Birch Sap Beverage Consumption Value by Region (2027-2032) & (USD Million)

Table 121. South America Birch Sap Beverage Sales Quantity by Type (2021-2026) & (K Units)

Table 122. South America Birch Sap Beverage Sales Quantity by Type (2027-2032) & (K Units)

Table 123. South America Birch Sap Beverage Sales Quantity by Application (2021-2026) & (K Units)

Table 124. South America Birch Sap Beverage Sales Quantity by Application (2027-2032) & (K Units)

Table 125. South America Birch Sap Beverage Sales Quantity by Country (2021-2026) & (K Units)

Table 126. South America Birch Sap Beverage Sales Quantity by Country (2027-2032) & (K Units)

Table 127. South America Birch Sap Beverage Consumption Value by Country

(2021-2026) & (USD Million)

Table 128. South America Birch Sap Beverage Consumption Value by Country

(2027-2032) & (USD Million)

Table 129. Middle East & Africa Birch Sap Beverage Sales Quantity by Type

(2021-2026) & (K Units)

Table 130. Middle East & Africa Birch Sap Beverage Sales Quantity by Type

(2027-2032) & (K Units)

Table 131. Middle East & Africa Birch Sap Beverage Sales Quantity by Application

(2021-2026) & (K Units)

Table 132. Middle East & Africa Birch Sap Beverage Sales Quantity by Application

(2027-2032) & (K Units)

Table 133. Middle East & Africa Birch Sap Beverage Sales Quantity by Country

(2021-2026) & (K Units)

Table 134. Middle East & Africa Birch Sap Beverage Sales Quantity by Country

(2027-2032) & (K Units)

Table 135. Middle East & Africa Birch Sap Beverage Consumption Value by Country

(2021-2026) & (USD Million)

Table 136. Middle East & Africa Birch Sap Beverage Consumption Value by Country

(2027-2032) & (USD Million)

Table 137. Birch Sap Beverage Raw Material

Table 138. Key Manufacturers of Birch Sap Beverage Raw Materials

Table 139. Birch Sap Beverage Typical Distributors

Table 140. Birch Sap Beverage Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Birch Sap Beverage Picture

Figure 2. Global Birch Sap Beverage Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Birch Sap Beverage Revenue Market Share by Type in 2025

Figure 4. Pure Birch Sap (NFC) Examples

Figure 5. Blended Birch Sap Drink Examples

Figure 6. Concentrated Birch Sap Examples

Figure 7. Sparkling Birch Sap Examples

Figure 8. Fermented Birch Sap Examples

Figure 9. Global Birch Sap Beverage Revenue by Product Positioning, (USD Million), 2021 & 2025 & 2032

Figure 10. Global Birch Sap Beverage Revenue Market Share by Product Positioning in 2025

Figure 11. Pure / Premium Natural Examples

Figure 12. Functional Fortified Examples

Figure 13. Sugar-free / Low-calorie Examples

Figure 14. Kids / Family Examples

Figure 15. Sparkling / Mixer Examples

Figure 16. Global Birch Sap Beverage Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 17. Global Birch Sap Beverage Revenue Market Share by Application in 2025

Figure 18. Health & Wellness Beverage Examples

Figure 19. Home Consumption Examples

Figure 20. Gift & Premium Market Examples

Figure 21. Food Service & Hospitality Examples

Figure 22. Industrial Ingredient Examples

Figure 23. Others Examples

Figure 24. Global Birch Sap Beverage Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 25. Global Birch Sap Beverage Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 26. Global Birch Sap Beverage Sales Quantity (2021-2032) & (K Units)

Figure 27. Global Birch Sap Beverage Price (2021-2032) & (US\$/Unit)

Figure 28. Global Birch Sap Beverage Sales Quantity Market Share by Manufacturer in 2025

- Figure 29. Global Birch Sap Beverage Revenue Market Share by Manufacturer in 2025
- Figure 30. Producer Shipments of Birch Sap Beverage by Manufacturer Sales (\$MM) and Market Share (%): 2025
- Figure 31. Top 3 Birch Sap Beverage Manufacturer (Revenue) Market Share in 2025
- Figure 32. Top 6 Birch Sap Beverage Manufacturer (Revenue) Market Share in 2025
- Figure 33. Global Birch Sap Beverage Sales Quantity Market Share by Region (2021-2032)
- Figure 34. Global Birch Sap Beverage Consumption Value Market Share by Region (2021-2032)
- Figure 35. North America Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)
- Figure 36. Europe Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)
- Figure 37. Asia-Pacific Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)
- Figure 38. South America Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)
- Figure 39. Middle East & Africa Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)
- Figure 40. Global Birch Sap Beverage Sales Quantity Market Share by Type (2021-2032)
- Figure 41. Global Birch Sap Beverage Consumption Value Market Share by Type (2021-2032)
- Figure 42. Global Birch Sap Beverage Average Price by Type (2021-2032) & (US\$/Unit)
- Figure 43. Global Birch Sap Beverage Sales Quantity Market Share by Application (2021-2032)
- Figure 44. Global Birch Sap Beverage Revenue Market Share by Application (2021-2032)
- Figure 45. Global Birch Sap Beverage Average Price by Application (2021-2032) & (US\$/Unit)
- Figure 46. North America Birch Sap Beverage Sales Quantity Market Share by Type (2021-2032)
- Figure 47. North America Birch Sap Beverage Sales Quantity Market Share by Application (2021-2032)
- Figure 48. North America Birch Sap Beverage Sales Quantity Market Share by Country (2021-2032)
- Figure 49. North America Birch Sap Beverage Consumption Value Market Share by Country (2021-2032)
- Figure 50. United States Birch Sap Beverage Consumption Value (2021-2032) & (USD

Million)

Figure 51. Canada Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 52. Mexico Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 53. Europe Birch Sap Beverage Sales Quantity Market Share by Type (2021-2032)

Figure 54. Europe Birch Sap Beverage Sales Quantity Market Share by Application (2021-2032)

Figure 55. Europe Birch Sap Beverage Sales Quantity Market Share by Country (2021-2032)

Figure 56. Europe Birch Sap Beverage Consumption Value Market Share by Country (2021-2032)

Figure 57. Germany Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 58. France Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 59. United Kingdom Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 60. Russia Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 61. Italy Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 62. Asia-Pacific Birch Sap Beverage Sales Quantity Market Share by Type (2021-2032)

Figure 63. Asia-Pacific Birch Sap Beverage Sales Quantity Market Share by Application (2021-2032)

Figure 64. Asia-Pacific Birch Sap Beverage Sales Quantity Market Share by Region (2021-2032)

Figure 65. Asia-Pacific Birch Sap Beverage Consumption Value Market Share by Region (2021-2032)

Figure 66. China Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 67. Japan Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 68. South Korea Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 69. India Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 70. Southeast Asia Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 71. Australia Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 72. South America Birch Sap Beverage Sales Quantity Market Share by Type (2021-2032)

Figure 73. South America Birch Sap Beverage Sales Quantity Market Share by

Application (2021-2032)

Figure 74. South America Birch Sap Beverage Sales Quantity Market Share by Country (2021-2032)

Figure 75. South America Birch Sap Beverage Consumption Value Market Share by Country (2021-2032)

Figure 76. Brazil Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 77. Argentina Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 78. Middle East & Africa Birch Sap Beverage Sales Quantity Market Share by Type (2021-2032)

Figure 79. Middle East & Africa Birch Sap Beverage Sales Quantity Market Share by Application (2021-2032)

Figure 80. Middle East & Africa Birch Sap Beverage Sales Quantity Market Share by Country (2021-2032)

Figure 81. Middle East & Africa Birch Sap Beverage Consumption Value Market Share by Country (2021-2032)

Figure 82. Turkey Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 83. Egypt Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 84. Saudi Arabia Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 85. South Africa Birch Sap Beverage Consumption Value (2021-2032) & (USD Million)

Figure 86. Birch Sap Beverage Market Drivers

Figure 87. Birch Sap Beverage Market Restraints

Figure 88. Birch Sap Beverage Market Trends

Figure 89. Porters Five Forces Analysis

Figure 90. Manufacturing Cost Structure Analysis of Birch Sap Beverage in 2025

Figure 91. Manufacturing Process Analysis of Birch Sap Beverage

Figure 92. Birch Sap Beverage Industrial Chain

Figure 93. Sales Channel: Direct to End-User vs Distributors

Figure 94. Direct Channel Pros & Cons

Figure 95. Indirect Channel Pros & Cons

Figure 96. Methodology

Figure 97. Research Process and Data Source

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