

Global Kombucha Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Kombucha market size was valued at US\$ 2527 million in 2024 and is forecast to a readjusted size of USD 8552 million by 2031 with a CAGR of 19.2% during review period.

Kombucha is a fermented tea beverage, made by adding a symbiotic culture of bacteria and yeast (SCOBY) to a solution of tea and sugar. During the course of the week-long (or more) fermentation process, the cultures metabolize the sugar and tea components to render a naturally carbonated beverage, with a slightly sweet-tart flavor, full of healthy components like B vitamins, organic acids, antioxidants, and trace amounts of alcohol.

The global kombucha market has seen remarkable growth in recent years, driven by increasing consumer demand for functional beverages that offer health benefits beyond hydration. Kombucha, a fermented tea known for its probiotics, antioxidants, and digestive health benefits, has gained widespread popularity, particularly among health-conscious consumers. The growing awareness of gut health and the rising trend of natural and organic products have fueled this demand. Additionally, kombucha is often marketed as a healthier alternative to sugary soft drinks, appealing to consumers seeking low-sugar, low-calorie options.

The market is also expanding due to product innovation and diversification. Kombucha is now available in a wide range of flavors, from traditional tea-based varieties to fruit-infused and herbal options. Companies are increasingly experimenting with ingredients like adaptogens, CBD, and superfoods to cater to evolving consumer preferences. Ready-to-drink kombucha is the most popular format, but the rise of home brewing kits and kombucha concentrates indicates the diversification of product offerings. This expansion into different formats and flavors has helped kombucha attract a broader

consumer base, from millennials to older generations seeking wellness-oriented beverages.

Geographically, North America and Europe dominate the kombucha market due to their established health-conscious consumer bases. In North America, the U.S. leads the market, driven by its growing organic food and beverage sector, while Europe shows increasing demand in countries like the UK and Germany. The Asia-Pacific region is also emerging as a promising market, with rising disposable incomes and awareness of healthy living trends. As kombucha becomes more mainstream and large beverage companies invest in the category, the market is expected to continue its upward trajectory, with a focus on innovation and expanding distribution networks.

This report is a detailed and comprehensive analysis for global Kombucha market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sale Channel. 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 Kombucha market size and forecasts, in consumption value (\$ Million), sales quantity (M Liter), and average selling prices (USD/Liter), 2020-2031

Global Kombucha market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Liter), and average selling prices (USD/Liter), 2020-2031

Global Kombucha market size and forecasts, by Type and by Sale Channel, in consumption value (\$ Million), sales quantity (M Liter), and average selling prices (USD/Liter), 2020-2031

Global Kombucha market shares of main players, shipments in revenue (\$ Million), sales quantity (M Liter), and ASP (USD/Liter), 2020-2025

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 Kombucha

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 Kombucha 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 GT's Kombucha, KeVita, Brew Dr. Kombucha, The Humm Kombucha, Live Soda Kombucha, Red Bull, Kombucha Wonder Drink, Townshend's Tea, Celestial Seasonings, Kosmic Kombucha, etc.

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

Market Segmentation

Kombucha market is split by Type and by Sale Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sale Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Herbs & Spices

Fruit

Original

Others

Market segment by Sale Channel

Offline

Online

Major players covered

GT's Kombucha

KeVita

Brew Dr. Kombucha

The Humm Kombucha

Live Soda Kombucha

Red Bull

Kombucha Wonder Drink

Townshend's Tea

Celestial Seasonings

Kosmic Kombucha

HIGH COUNTRY

NessAlla Kombucha

Reed's

Buchi Kombucha

Tonica

Love Kombucha

Health-Ade

MOJO

Organic & Raw Trading

Clearly Kombucha

Jarr Kombucha

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 Kombucha product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Kombucha, with price, sales quantity, revenue, and global market share of Kombucha from 2020 to 2025.

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

Chapter 4, the Kombucha breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Sale Channel, with sales market share and growth rate by Type, by Sale Channel, from 2020 to 2031.

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 2020 to 2025. and Kombucha market forecast, by regions, by Type, and by Sale Channel, with sales and revenue, from 2026 to 2031.

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 Kombucha.

Chapter 14 and 15, to describe Kombucha sales channel, distributors, customers, research findings and conclusion.

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