

Global Kombucha Tea Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Kombucha Tea market size is expected to reach \$ 8208 million by 2032, rising at a market growth of 14.5% CAGR during the forecast period (2026-2032).

Kombucha tea is a lightly effervescent fermented tea beverage produced by fermenting sweetened black tea, green tea, or other tea infusions with a symbiotic culture of bacteria and yeast, commonly known as a SCOBY. During fermentation, microorganisms convert part of the sugar into organic acids, carbon dioxide, trace ethanol, and other metabolites, giving the beverage its characteristic mildly acidic and sparkling profile. Commercial kombucha products may be unflavored or blended with fruit juice, herbs, spices, and functional ingredients, and are supplied as refrigerated raw kombucha or pasteurized and shelf-stable beverages. In 2025, global Kombucha Tea production reached approximately 630 million liters.

Increasing consumer attention to digestive health, microbiome balance, and functional nutrition is the primary driver of the Kombucha Tea market. Kombucha is positioned between traditional tea, carbonated soft drinks, and probiotic beverages, enabling it to attract consumers seeking beverages with perceived digestive benefits and more natural ingredient profiles. The broader growth of fermented foods and functional beverages is also helping kombucha move beyond specialist health-food stores into supermarkets, convenience stores, cafés, restaurants, and online retail channels.

The substitution of high-sugar carbonated beverages and alcoholic drinks is expanding the addressable market. Kombucha generally provides a more acidic, complex, and adult-oriented flavor profile than conventional soft drinks, while low-sugar and zero-sugar formulations respond to consumer concerns regarding calorie intake and added sugar. Premium glass bottles, portable cans, multipacks, and shelf-stable products are

improving product accessibility and allowing manufacturers to serve both refrigerated natural-food channels and mainstream ambient beverage channels.

Product innovation and investment by large beverage groups are accelerating commercialization. Manufacturers are developing fruit-flavored, botanical, energy-enhanced, prebiotic, organic, and alcohol-free products to reduce the strong acidic taste traditionally associated with kombucha and improve acceptance among first-time consumers. Wider distribution, improved fermentation control, better alcohol-content management, and advances in filling and cold-chain technology are also increasing product consistency and supporting larger-scale production.

Report Scope

This report studies the global Kombucha Tea production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Kombucha Tea 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 Kombucha Tea that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Kombucha Tea total production and demand, 2021-2032, (Million Liters)

Global Kombucha Tea total production value, 2021-2032, (USD Million)

Global Kombucha Tea production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Liters), (based on production site)

Global Kombucha Tea consumption by region & country, CAGR, 2021-2032 & (Million Liters)

U.S. VS China: Kombucha Tea domestic production, consumption, key domestic manufacturers and share

Global Kombucha Tea production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Liters)

Global Kombucha Tea production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Liters)

Global Kombucha Tea production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Liters)

This report profiles key players in the global Kombucha Tea 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 Air Liquide, Merck, Entegris, ADEKA, SK trichem, Hansol Chemical, DNF, TANAKA Precious Metals, Lake Materials, Nata Opto-electronic Material, 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 Kombucha Tea market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Liters) and average price (US\$/Liter) 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 Kombucha Tea Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Kombucha Tea Market, Segmentation by Type:

Original Kombucha

Flavored Kombucha

Global Kombucha Tea Market, Segmentation by Feature:

Raw/Live Kombucha

Pasteurized Kombucha

Shelf-Stable Kombucha

Global Kombucha Tea Market, Segmentation by Channel:

Direct Sales

Distribution

Global Kombucha Tea Market, Segmentation by Application:

Household and Personal Consumption

Foodservice and Hospitality

Fitness and Wellness

Corporate and Institutional Consumption

Other

Companies Profiled:

Air Liquide

Merck

Entegris

ADEKA

SK trichem

Hansol Chemical

DNF

TANAKA Precious Metals

Lake Materials

Nata Opto-electronic Material

UP Chemical

Botai Electronic Materials

Soulbrain

Tri Chemical Laboratories

DuPont

Nanmat Technology

Adchem Semi-Tech

Key Questions Answered

1. How big is the global Kombucha Tea market?
2. What is the demand of the global Kombucha Tea market?
3. What is the year over year growth of the global Kombucha Tea market?
4. What is the total value of the global Kombucha Tea market?
5. Who are the Major Players in the global Kombucha Tea market?
6. What are the growth factors driving the market demand?

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