

Global Raw Kombucha 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 Raw Kombucha market size was valued at US\$ 887 million in 2025 and is forecast to a readjusted size of US\$ 1544 million by 2032 with a CAGR of 8.4% during review period.

Raw kombucha is a naturally fermented, tangy, and fizzy tea made with a culture of bacteria and yeast (SCOBY) that's never heated above a certain temperature (around 75°F), preserving its live probiotics, enzymes, and nutrients, making it a gut-friendly, traditional drink prized for its digestive and immune support. It's essentially kombucha in its most original, unpasteurized state, full of beneficial compounds that support wellness.

In 2025, global Raw Kombucha production reached approximately 101 Million Liter.

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 Raw Kombucha market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Age. 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 Raw Kombucha market size and forecasts, in consumption value (\$ Million), sales quantity (M Liter), and average selling prices (USD/Liter), 2021-2032

Global Raw Kombucha market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Liter), and average selling prices (USD/Liter), 2021-2032

Global Raw Kombucha market size and forecasts, by Type and by Age, in consumption value (\$ Million), sales quantity (M Liter), and average selling prices (USD/Liter), 2021-2032

Global Raw Kombucha market shares of main players, shipments in revenue (\$ Million), sales quantity (M Liter), and ASP (USD/Liter), 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 Raw 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 Raw 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 Living Foods (SYNERGY), Brew Dr. Kombucha, Humm Kombucha, Better Booch, RISE Kombucha, Equinox Kombucha, Lo Bros, Remedy Drinks (Remedy Kombucha), Buchi (Drink Buchi), Rowdy Mermaid, etc.

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

Market Segmentation

Raw Kombucha market is split by Type and by Age. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Age in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Original Kombucha

Flavored Kombucha

Market segment by Feature

Black Tea Kombucha

Green Tea Kombucha

Blended Tea

Market segment by Channel

Direct Selling

Distribution

Market segment by Age

40 Years Old

Major players covered

GT's Living Foods (SYNERGY)

Brew Dr. Kombucha

Humm Kombucha

Better Booch

RISE Kombucha

Equinox Kombucha

Lo Bros

Remedy Drinks (Remedy Kombucha)

Buchi (Drink Buchi)

Rowdy Mermaid

Buddha's Brew Kombucha

Kosmic Kombucha

Alocha Kombucha

Old Kombucha

MontyBooch

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

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

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

Chapter 4, the Raw Kombucha 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 Age, with sales market share and growth rate by Type, by Age, 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 Raw Kombucha market forecast, by regions, by Type, and by Age, 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 Raw Kombucha.

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

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