

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

<https://marketpublishers.com/r/G7BC10D845F7EN.html>

Date: January 2026

Pages: 127

Price: US\$ 4,480.00 (Single User License)

ID: G7BC10D845F7EN

Abstracts

The global Raw Kombucha market size is expected to reach \$ 1544 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

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 studies the global Raw Kombucha production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Raw Kombucha total production and demand, 2021-2032, (M Liter)

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

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

Global Raw Kombucha consumption by region & country, CAGR, 2021-2032 & (M Liter)

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

Global Raw Kombucha production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Liter)

Global Raw Kombucha production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Liter)

Global Raw Kombucha production by Age, production, value, CAGR, 2021-2032, (USD Million) & (M Liter)

This report profiles key players in the global Raw Kombucha 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Raw Kombucha market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Liter) and average price (USD/Liter) by manufacturer, by Type, and by Age. 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 Raw Kombucha Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Raw Kombucha Market, Segmentation by Type:

Original Kombucha

Flavored Kombucha

Global Raw Kombucha Market, Segmentation by Feature:

Black Tea Kombucha

Green Tea Kombucha

Blended Tea

Global Raw Kombucha Market, Segmentation by Channel:

Direct Selling

Distribution

Global Raw Kombucha Market, Segmentation by Age:

40 Years Old

Companies Profiled:

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

Key Questions Answered:

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

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