

Kombucha Market Size, Share & Trends Analysis Report By Product (Conventional, Hard), By Distribution Channel (On-trade, Off-trade), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Kombucha Market Growth & Trends

The global kombucha market size is expected to reach USD 9.70 billion by 2030, according to a new report by Grand View Research, Inc. Furthermore, the market is expected to expand at a 15.6% CAGR from 2022 to 2030. The market has reported rapid growth in recent years and has caught consumers' attention recently, as kombucha is considered to be a functional beverage. Growing consumer awareness of functional beverages has escalated the demand for kombucha. The product has grown into a commercial product in the U.S. and several companies are producing it, and the variety of kombuchas is increasing rapidly.

Kombucha has gained immense popularity in recent times due to various associated health benefits. The therapeutic effects of this beverage are thought to be derived from its chemical composition, mainly the polyphenols and secondary metabolites, which are produced during fermentation. Kombucha is considered a potential beverage and has replaced the consumption of carbonated beverages due to its possession of health benefits and therapeutic properties. The product has gained popularity in the U.S., China, Russia, Germany, and the Middle Eastern countries, and is produced on a large scale for consumption.

The conventional kombucha segment accounted for the dominant share of the global

revenue in 2021. The growing availability of conventional kombucha in flavors of fruits and herbs, such as ginger, lemon, blueberry, raspberry, strawberry, lime, mint, and mango, is driving the product demand. With the current trend of growing cannabidiol (CBD) application in the U.S. food industry, some market players are launching CBD-infused kombucha in the market, thus driving the product demand.

The off-trade segment is expected to grow with a higher CAGR during the forecast period. Several brands are using proprietary filtration and encapsulation technologies that allow probiotic bacteria to survive pasteurization and survive at room temperatures, to make it suitable for kombucha to be kept on non-refrigerated shelves in supermarkets. These technologies are being employed by non-alcoholic (less than 5% alcohol) and alcoholic kombuchas like Flying Embers to make products sustain for a more extended period.

The market for kombucha is highly competitive and dominated by large multinational manufacturing companies. These companies face intense competition, especially from the top players in the kombucha industry, as they have a large consumer base, strong brand recognition, and vast distribution networks.

Kombucha Market Report Highlights

North America held the largest regional share and is expected to advance at a CAGR of 15.9% through 2030, as regional consumers are consuming kombucha in order to boost immunity, increase energy, improve gastrointestinal (GI), joint health & liver functions, and lower blood pressure and cholesterol

The hard kombucha segment is expected to advance at a higher CAGR during the forecast period, as they are preferred by consumers who enjoy non-alcoholic beverages such as premium crafted cocktails with low-ABV content

The on-trade segment accounted for a larger share of the global revenue in 2021, owing to the increasing consumption of kombucha in classic cocktails through premium bars, cafés, restaurants, and hotels

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