

South Korea Kombucha Market Size, Share & Trends Analysis Report By Product (Hard, Conventional), By Distribution Channel (On-trade, Off-trade), Key Companies And Competitive Analysis And Segment Forecasts, 2025 - 2033

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Abstracts

The South Korea kombucha market size was estimated at USD 64.2 million in 2024 and is projected to reach USD 216.9 million by 2033, growing at a CAGR of 14.5% from 2025 to 2033. South Korea's affinity for fermented foods like kimchi and rising demand for health-conscious, functional beverages support market growth. Increasing awareness among South Koreans regarding the importance of gut health and immunity is a key factor driving the demand for kombucha.

Consumers are actively seeking products that offer perceived health benefits. This aligns with broader 'K-Health' trends, where health is viewed as a lifestyle choice that enhances the quality of life and promotes slow aging.

Probiotics, a core benefit associated with kombucha, have notably emerged as a powerhouse within the health supplements landscape in South Korea, widely integrated into various food products. This indicates a strong consumer demand for natural solutions that foster overall health and well-being. Furthermore, there is a growing demand for natural and organic ingredients, with consumers increasingly wary of synthetic additives and actively seeking clean-label solutions. This trend favors kombucha, which is often made with organic ingredients and a natural fermentation process.

South Korea Kombucha Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the South Korea kombucha market report based on product and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Conventional

Hard

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

On-trade

Off-trade

This report can be delivered to the clients within 4 Business Days

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