

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

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## **Abstracts**

### Summary

The Thailand kombucha market size was estimated at USD 35.4 million in 2024 and is projected to reach USD 119.4 million by 2033, growing at a CAGR of 14.5% from 2025 to 2033. This market is driven by growing health consciousness, increasing demand for functional and probiotic beverages, urban lifestyle shifts, growing popularity of natural and organic products, expanding middle-class income, and wider retail availability.

Kombucha, a fermented tea rich in probiotics and antioxidants, has gained traction among urban populations, who are attracted to low-sugar, natural, organic, and non-alcoholic beverage alternatives. The introduction of innovative flavors and unique formulations has broadened kombucha's consumer base, making it more appealing to a diverse audience. While still a niche segment within the broader beverage market, kombucha is gradually entering mainstream retail spaces, with both local startups and international brands expanding their presence in Thailand.

### Thailand 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 Thailand 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 5 Business Days**

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