

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

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## Abstracts

### Summary

The Vietnam kombucha market size was estimated at USD 16.2 million in 2024 and is projected to reach USD 50.1 million by 2033, growing at a CAGR of 13.4% from 2025 to 2033. This market is driven by a growing focus on wellness trends, rising demand for natural and minimally processed beverages, greater accessibility of kombucha through supermarkets, and the influence of local dietary traditions that favor fermented foods and drinks.

Kombucha, a fermented tea rich in probiotics, appeals to Vietnamese consumers due to its perceived digestive, detoxifying, and immunity-boosting properties. This market is steadily emerging as health-conscious consumers increasingly seek natural alternatives to sugary soft drinks and synthetic functional beverages. Although still in the early stages of adoption compared to Western markets, kombucha is gaining visibility in urban centers like Ho Chi Minh City and Hanoi, where wellness trends and clean-label preferences are becoming more prominent.

Vietnam's kombucha growth is also supported by the country's strong cultural acceptance of fermented foods and beverages, such as pickled vegetables, fermented rice drinks, and herbal teas. This makes kombucha a relatively easy fit for local palates and traditions. Younger generations, especially millennials and Gen Z, are driving demand by seeking out functional, low-sugar beverages that align with an active

lifestyle and preventive health practices. Social media and wellness influencers have played a growing role in educating consumers and shaping kombucha's image as a trendy, health-forward product.

## Vietnam 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 Vietnam 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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