

ASIA PACIFIC KOMBUCHA MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The Asia-Pacific kombucha market was estimated to be at \$165 million in 2016. The market is anticipated to rise with 26.01% CAGR over the forecast period of 2017-2025, generating a total worth of \$1308 million by the end of 2025.

MARKET INSIGHTS

The Asia-Pacific Kombucha market is segmented on the basis of consumer demographics, distribution channels, flavors, and types. A growing trend for discretionary income spending on healthcare along with rising government support is primarily driving the market growth. Because of the growing health issues in the region many consumers are increasingly relying on health drinks and fortified foods. This is acting as a potential opportunity for the market to grow. However, factors like the highly regulated nature of the food and beverages market coupled with the lengthy approval lag times are considerably restraining the market growth.

COMPETITIVE INSIGHTS

GT's Kombucha, Townshend's Tea, Cell - Nique Corporation, The Humm Kombucha Llc, Buchi Kombucha, Kevita, Inc. (Acquired By Pepsico), Makana Beverages Inc., Kosmic Kombucha, Unity Vibration Hain Celestial Group, Kombucha Wonder Drink and Nesalla Kombucha are some of the well-known players in this market.

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