

EUROPE KOMBUCHA MARKET FORECAST 2017-2025

<https://marketpublishers.com/r/ECAC499D4DCEN.html>

Date: December 2017

Pages: 72

Price: US\$ 1,250.00 (Single User License)

ID: ECAC499D4DCEN

Abstracts

KEY FINDINGS

The revenue generated by the Europe Kombucha market is predicted to accelerate with a CAGR of 25.25%, raising a total of \$1365 million by the end of the forecast period of 2017-2025, an up from its 2016 revenue of \$180 million.

MARKET INSIGHTS

Kombucha market in Europe extends its application into food & beverages industry, i.e., it is used in coffee, tea, energy drinks, energy supplements, juices, etc. Consumption pattern of beverages in Europe is very dynamic since people opt for the healthier lifestyle. Non-alcoholic beverages are consumed on a large scale by people as they act as an energy source for the human body. Kombucha drinks are known to have several benefits including the ability for detoxification, improving digestion, and it even helps in preventing chronic ailments like diabetes and cancer. The German market is expected to evolve with the highest CAGR by the end of 2025. The emergence of numerous kombucha manufacturing startups in Germany have positively influenced the market's demand. Kombucha market in Germany is expected to rise due to changing lifestyles of the individuals. However, the key challenge for the German Kombucha market is the huge inventory costs involved.

COMPETITIVE INSIGHTS

GT's Kombucha, Red Bull GmbH, Unity Vibration, Cell - Nique Corporation, Kosmic Kombucha, The Humm Kombucha LLC, Buchi Kombucha, Nesalla Kombucha, Townshend's Tea, Reed's Inc, Kevita, Inc. (Acquired by PepsiCo), Kombucha Wonder Drink, Hain Celestial Group and Makana Beverages Inc are few of the reigning companies in the market.

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