

# GLOBAL KOMBUCHA MARKET FORECAST 2017-2025

<https://marketpublishers.com/r/GFAE92D6FC0EN.html>

Date: December 2017

Pages: 145

Price: US\$ 2,500.00 (Single User License)

ID: GFAE92D6FC0EN

## Abstracts

### KEY FINDINGS

The growth in the global Kombucha market is being propelled by growing health consciousness around the globe. Over the forecast years of 2017-2025, the market is expected to accelerate with 25.28% CAGR. According to the consumer demographics for the global Kombucha market, females are the primary end-users.

### MARKET INSIGHTS

The global kombucha market is segmented on the basis of flavor, types, distribution channel, and consumer demographics. The different flavors in which the Kombucha drink is available include apple, coconut, mango, citrus, berries, herbs and spices, flowers, and others. The market segment by type is sub-divided into bacteria, yeasts, etc. The different distribution channels involved in these markets are convenience stores, hypermarkets and supermarkets, food and drinks specialty stores and others while the consumer demographics are segmented into male and female.

### REGIONAL INSIGHTS

The geographical segmentation for the global kombucha market is done into Europe, Asia-Pacific, North America and rest of world. The Asia-Pacific market is fast evolving on account of the increased alcoholic beverage consumption in the region. However, it is the North American market that is expected to dominate the global market by the end of 2025. The region houses world-renowned market companies that manufacture Kombucha. Also, the level of disposable income for the population in this region is quite high as compared to other regional markets.

### COMPETITIVE INSIGHTS

Some of the leading companies in the global Kombucha market include Cell - Nique Corporation, Buchi Kombucha, GT's Kombucha, Kevita, Inc. (Acquired By Pepsico), Hain Celestial Group, Kombucha Wonder Drink, Live Soda Kombucha (U.S.), Kosmic Kombucha, Makana Beverages Inc., Red Bull Gmbh, Nesalla Kombucha, Reed's Inc, Townshend's Tea, The Humm Kombucha Llc, and Unity Vibration.

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