

NORTH AMERICA KOMBUCHA MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

A rising awareness about the many health benefits of Kombucha drinks is propelling the North America Kombucha market. Between the projected years of 2017-2025, the revenue generated by this market is expected to rise from \$342 million in 2016 and reach up to \$2703 million by the end of 2025, at a CAGR rise of 25.90%.

MARKET INSIGHTS

The North America Kombucha market is segmented by type, distribution channels, flavors and consumer demographics. Apart from being used as a health drink, Kombucha is also utilized for the biological preservation of foods because of certain natural antibacterial agents used during kombucha preparation. The drinks are also useful for patients suffering from chronic diseases like diabetes, arthritis, and high blood pressure. The U.S kombucha market is expected to grow with the highest CAGR over the forecast period. The Canada market is also fast evolving. Several favorable Canadian government regulations for functional foods are expected to drive the market's growth in this country.

COMPETITIVE INSIGHTS

Some of the significant Kombucha manufacturing companies in the North American market are Kosmic Kombucha, Live Soda Kombucha (U.S.), Makana Beverages Inc., Kombucha Wonder Drink, Hain Celestial Group, Nesalla Kombucha, Kevita, Inc. (Acquired By Pepsico), GT's Kombucha, Reed's Inc, Townshend's Tea, Buchi Kombucha, The Humm Kombucha Llc and Cell - Nique Corporation.

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