

Asia Pacific Kombucha Market By Flavor (Non-Flavored and Flavored) By Distribution Channel (Supermarket, Health Stores, Online Stores and Others) By Country, Industry Analysis and Forecast, 2019 - 2025

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Abstracts

The Asia Pacific Kombucha Market would witness market growth of 20.2% CAGR during the forecast period (2019-2025).

Kombucha is rich in human body-produced bacterial acids and enzymes and uses them to detoxify the organ, thereby reducing the pancreatic load and relieving the liver burden. The accelerated awareness about kombucha's health benefits is expected to drive demand for the product in dietary supplements, which in turn is expected to drive the market growth over the forecast period. Kombucha originated in China or Japan in the first place. It can be made of different kinds of bacteria, yeast, and sugar to black or green tea, which may be fermented for a week or more in which the bacteria and yeast form a mushroom-like film on the layer of the liquid. Therefore, it is also called as the 'mushroom tea'.

Asia-Pacific is showing the fastest growth in the Kombucha industry. China has emerged as one of the leading kombucha markets of Asia Pacific. Packaged kombucha drinks in China remain popularly attributed to their perceived health benefits. In India, it is also seen that the population suffering from joint health problems such as arthritis are attracted more towards kombucha, which is anticipated to drive the growth of the kombucha market during the forecast period. Due to an increase in urbanization in the region, as well as the widespread availability of kombucha in local retail shelves are boosting the growth of the region's kombucha market.

Based on Flavor, the market is segmented into Non-Flavored and Flavored. Based on Distribution Channel, the market is segmented into Supermarket, Health Stores, Online Stores and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include The Hain Celestial Group, Inc., PepsiCo, Inc. (KeVita), GT's Living Foods LLC, LIVE Soda, LLC, Health-Ade, LLC, Humm Kombucha LLC, Kosmic Kombucha, Cell-Nique Corporation (Physicians Capital Corporation), Revive Kombucha (Peet's Coffee), and Townshend's Tea Company.

Scope of the Study

Market Segmentation:

By Flavor

Non-Flavored

Flavored

By Distribution Channel

Supermarket

Health Stores

Online Stores

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

The Hain Celestial Group, Inc.

PepsiCo, Inc. (KeVita)

GT's Living Foods LLC

LIVE Soda, LLC

Health-Ade, LLC

Humm Kombucha LLC

Kosmic Kombucha

Cell-Nique Corporation (Physicians Capital Corporation)

Revive Kombucha (Peet's Coffee)

Townshend's Tea Company

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