

Europe 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 Europe Kombucha Market would witness market growth of 18.2% CAGR during the forecast period (2019-2025).

The Kombucha Europe market is experiencing a growing trend in change of lifestyles, increased demand for fortified food & beverages and raising awareness of healthcare issues. Because of this, the kombucha market in the European region is expected to grow with a healthy CAGR over the forecast period. People use Kombucha as a health drink because it is very beneficial for health. This prevents chronic diseases such as heart disease, diabetes, depression, obesity, stress and helps maintain a healthy lifestyle. Kombucha provides various benefits such as chronic relief, improvement of digestion, detoxification of the liver, enhancement of pancreatic functions and helps strengthen immunity and weight loss.

The market is likely to shift towards consolidation while at the same time the market players broaden their product range and target markets. Moreover, in various developed countries, the obesity epidemic, combined with sugar product taxes, serves as a limiting factor for Carbonated Soft Drinks (CSDs) and as a driving force for products like low-calorie kombucha drinks.

Europe is expected to grow over the forecast period at the high growth. Increasing demand for sports and energy supplement products among working professionals in Europe is anticipated to encourage the use of kombucha to preserve muscle strength. In addition, new product technologies and appealing internet campaigns by The Coca-

Cola Company, PepsiCo, and Starbucks Coffee Company are expected to increase regional product demand significantly.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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