

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

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Abstracts

The Global Kombucha Market size is expected to reach \$4.5 billion by 2025, rising at a market growth of 18.7% CAGR during the forecast period. Kombucha is prepared from the formation of bacteria and enzymes after the fermentation of tea, and therefore it has probiotic properties. The main raw materials used to make kombucha are sugar, tea leaves, the Symbiotic Colony of Bacteria and Yeast (SCOBY), and flavors.

The consumption of kombucha has recorded various benefits like improved body functionality, digestive health and elevating mood and energy levels. The product's increasing prominence can be attributed to its distinctive flavor and fizzy taste, making it stand out among a wide range of beverages available in the market. Moreover, Kombucha helps to fight cancer, arthritis as well as other degenerative diseases. It's capable of detoxifying the body, raising energy levels, boost metabolism, restore connective tissue, and reduce headaches.

Increasing consumer preference for functional beverages over carbonated drinks and juices is anticipated to drive growth along with awareness of the product's implicit nutritional benefits. Kombucha has also been found to be effective in the treatment of arthritis, cancer, and other degenerative diseases, as well as to be useful for body detoxification, improved metabolism, connective tissue reconstruction, and headaches. Companies invest extensively in new product development to cater for the growing inclination of consumers towards healthy drinks and new flavors.

Due to the rapid evolution of the production process, the global kombucha market is

expected to see substantial growth to improve and optimize fermenters by minimizing the inefficiencies detected during fermentation. Advanced bottling technology and automated labeling methods can further reduce production time as well as reduce the manual labor involved in the process and thus influence market growth strongly.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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 Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

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