

LAMEA 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 Latin America, Middle East and Africa Kombucha Market would witness market growth of 19.4% CAGR during the forecast period (2019-2025).

Kombucha has revolutionized the worldwide wellness trend by becoming a health food with various benefits for the gut microbe. Yet it has never been officially for sale in the UAE—largely because of concerns about whether or not it contains traces of alcohol—leaving fans to brew their own or get their fix elsewhere. But that problem seems to have been resolved, as kombucha has turned up for sale in local restaurants, shops and online retailers in recent years. Part of the popularity of kombucha is related to the growing trend towards fermentation— which when done properly has been shown to have significant health benefits for gut flora.

Because of their probiotics, or beneficial bacteria, kombucha has been found to help digestive health. Nevertheless, excessive consumption can cause side effects. Since the kombucha is carbonated, it can cause too much bloating. Drinking carbonated beverages provides the digestive system with carbon dioxide (CO₂), which may cause bloating and excess gas. Furthermore, kombucha contains compounds called FODMAPs, different types of carbohydrates that in many people, especially those with IBS, can cause digestive distress. Eventually, drinking too many kombucha drinks can lead to excessive intake of sugar, which can lead to water being drawn into the intestines, causing diarrhea.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

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

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