

# Kefir Market - Forecasts from 2020 to 2025

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## Abstracts

The kefir market is expected to grow at a compound annual growth rate of 6.12% over the forecast period to reach a market size of US\$2.053 billion in 2025 from US\$1.437 billion in 2019. The aforementioned estimates would be best validated by the profusion of strategic developments pertaining to the kefir market. Few of them are listed below:

### September 2019 – Product Diversification

good culture, LLC the brand that has reportedly brought about a change in the dairy aisle with its clean label cottage cheese and probiotic sour cream, has reportedly launched its Wellness Probiotic Gut Shots. Which reportedly combines functional ingredients like turmeric, matcha, collagen, and chaga with efficacious probiotics in cultured kefir. This product is also marketed to aid in immunity enhancement other than facilitating gut health improvement. The product is devoid of gums, preservatives, synthetic hormones or anything that is artificially derived and has been sweetened with coconut sugar and sweet potato juice

### September 2019 – Portfolio Expansion

Lifeway Foods, Inc. (NASDAQ: LWAY) which is known as the leading U.S. supplier of kefir cultured dairy and probiotics products to support the microbiome had reportedly announced that it had plans to launch Kefir Minis, the newest extension to their line of bestselling kefir products which was reported to be offered in 3.5oz bottles, a smaller size that's perfect for lunches and on-the-go snacking, during the fourth quarter of 2019. This portfolio expansion would be made commercially available in four flavors which encompasses Campfire S'mores and Strawberry Split, among others.

### June 2019 – Product Launch

Kefir Culture, which is a startup, based in India has reported developed a range of kefir milkshakes enriched with probiotics intended to enhance digestive health

#### June 2019 – Portfolio Diversification

Biozen a Brazil-based manufacturer and marketer of Kombucha reportedly launched kefir in Brazil

#### March 2019 – New Product Development

A new low-ABV (1.2%), probiotic water kefir drink called Agua De Madre which employs Tibicos Mother Culture', originally discovered on the pads of the Mexican Opuntia cactus, as the catalyst to ferment organic sugar, organic fruit, and ginger.

#### March 2019 – Product Launch

The Greek fine foods producer Odysea Ltd has launched a range of select products that includes Organic Kefir in clean and minimal packaging. This product is reportedly made out of organic goat milk and is produced within 48 hours of its production.

#### February 2019 – Portfolio Diversification

COYO Pty Ltd. which is known for its best known for its coconut-based yogurt alternatives and also produces ice cream was reported to have developed a new range of organic coconut milk kefir drinks, that was set to launch into Whole Foods Market, Planet Organic, and Ocado. Each variant contains 14 species of live probiotic kefir cultures fermented with Sri Lankan coconut milk, including lactobacillus plantarum and bifidobacterium BB12. This resulted in 50% coconut, blended with filtered water and a source of potassium, protein, calcium, magnesium, fiber, vitamin B12, and vitamin D said the brand. This range was reported to become the first to bear oil Association organic accreditation as well as vegan-friendly.

#### January 2019 – Product Launch

Biotiful Dairy has reportedly launched two new kefir smoothies which are namely, cacao kefir smoothie and Honey and ginger kefir smoothie in the UK intended to entice shoppers who are making their purchase based on the appeal of tastes and who wishes to try out something new in the functional dairy market.

The global recognition of the importance of digestive health and the surge in consumption intended to facilitate immunity enhancement after COVID 19 are expected propel the kefir market growth. The growing population and rural to urban migration are at the forefront which is estimated to drive the aforesaid. In view of the above, the effectuation of swift adoption of new lifestyle trends that are expected to drive the demand for healthy consumption is expected to occur during the next few years. This would partly stem from the increasing availability of disposable income which would ensure the facilitation of transitioning from the traditional way of living to lifestyles that are common among urban dwellers.

The effects of rapid urbanization also invariably would lead to the obtaining of better and higher education by a relatively larger chunk of the population which automatically would result in the capacity of high-income generation as well as a conscientious investment in integration of nutritious food in everyday diet. This will lead to consumption of food and beverage products that are fortified leading to a surge in the new product development in the food and beverage industry among others. Further, the growing inclination towards fortified beverages which not only supplements any nutritional deficiency in diets but also aid in digestive health enhancement and bolster immunity and the steadily growing base of consumers who are increasingly preferring vegan and organic products are expected to facilitate a robust kefir market growth during the forecast period. Moreover, there has been a growing awareness of the benefits of consuming fermented products which have resulted in a surge in fermented beverage consumption.

The promise that the ferment market holds to effectuate new product development in the kefir market space is also conclusively substantiated by the estimates of Knowledge Sourcing Intelligence which has forecasted the fermented drinks market is projected to grow at a compound annual growth rate of 24.19% over the same forecast period to attain a market size of US\$3,799.830 million in 2025 from the estimates of 2018 which is in the order of US\$1,305.525 million. Thus, the growing trend of fermented drinks as one of the most commonly consumed beverages around the world is expected catapult the kefir market growth to a new echelon during the forecast period. To this end, it is pertinent to note that over the past few years with the gradual improvements in fermenting techniques along with the increased investments in research and development of other processing technologies and their subsequent implementation, the growing demand for fermented beverages have been prioritized by various players as well as has made way for market disruptors which have increased the competitiveness of the kefir market. This has also enabled the food and beverage industry to successfully respond to the consumer sentiments which is increasingly

geared towards all-natural food and beverage products and continue to do so. Moreover, regional strategies like that of The Farm to Fork Strategy which is at the core of the European Green Deal that is aimed to make food systems environmentally-friendly, fair, and healthy are also, in part, is poised to positively influence the growth of the kefir market around the world.

## Segmentation

### By Nature

Conventional

Organic

### By Type

Dairy-based

Nondairy-based

### By Application

Food and Beverage

Nutraceuticals

Pharmaceuticals

Others

### By Distribution Channel

Offline

Online

### By geography

North America

United States

Others

South America

Brazil

Others

Europe

Germany

United Kingdom

Russia

Others

Middle East and Africa

Saudi Arabia

Others

Asia Pacific

Australia

China

Japan

Others

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