

# 2018-2023 Global Kombucha Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Kombucha market for 2018-2023.

Kombucha is a fermented tea beverage, made by adding a symbiotic culture of bacteria and yeast (SCOBY) to a solution of tea and sugar. During the course of the week-long (or more) fermentation process, the cultures metabolize the sugar and tea components to render a naturally carbonated beverage, with a slightly sweet-tart flavor, full of healthy components like B vitamins, organic acids, antioxidants, and trace amounts of alcohol. Kombucha has been a drink for a long time, but the commercialization process of kombucha is rising in the last decades of years. Kombucha is general made by fermenting tea and sugar with the microbial culture, such as yeast, bacteria and mold. A crossover drink that's nestled in the functional-tea category, kombucha appeals to multiple consumer preferences, with flavors combining to make it a stand-alone product, or being added to other alcoholic beverages to lend its health halo.

As a functional beverage, kombucha is emerging as a mainstream contender in retail and commercial restaurants. The future market outlook is very promising, the study group was very optimistic about the market, especially in emerging markets such as Asia-Pacific and South America.

Over the next five years, LPI(LP Information) projects that Kombucha will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Kombucha market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Herbs & Spices

Fruit

Original

Other

Segmentation by application:

Offline

Online

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

GT's Kombucha

KeVita

Brew Dr. Kombucha

The Humm Kombucha

Live Soda Kombucha

Red Bull

Kombucha Wonder Drink

Townshend's Tea

Celestial Seasonings

Kosmic Kombucha

HIGH COUNTRY

NessAlla Kombucha

Reed's

Buchi Kombucha

Tonica

Love Kombucha

Health-Ade

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## Research objectives

To study and analyze the global Kombucha consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Kombucha market by identifying its various subsegments.

Focuses on the key global Kombucha manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Kombucha with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Kombucha submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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