

2018-2023 Global Kombucha Consumption Market Report

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Abstracts

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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.

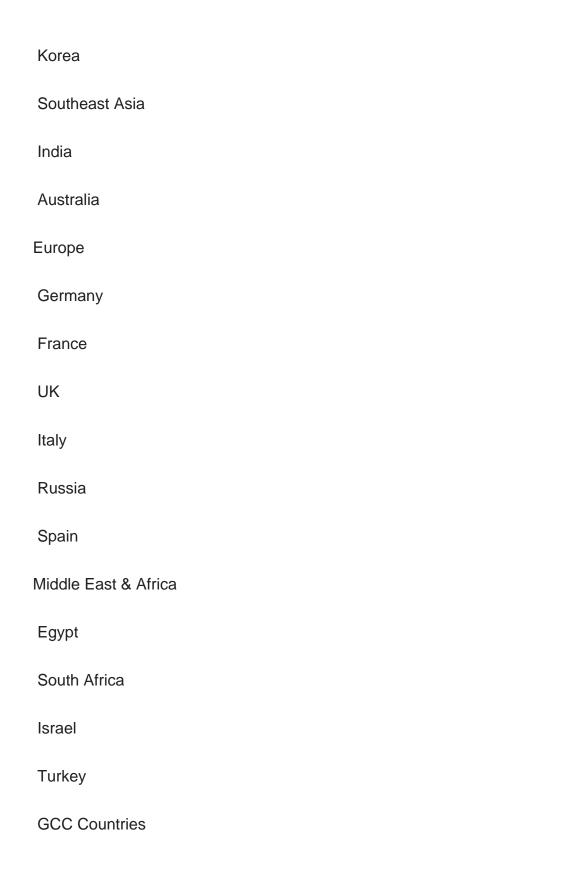
This report presents a comprehensive overview, market shares, and growth opportunities of Kombucha market by product type, application, key manufacturers and key regions.



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

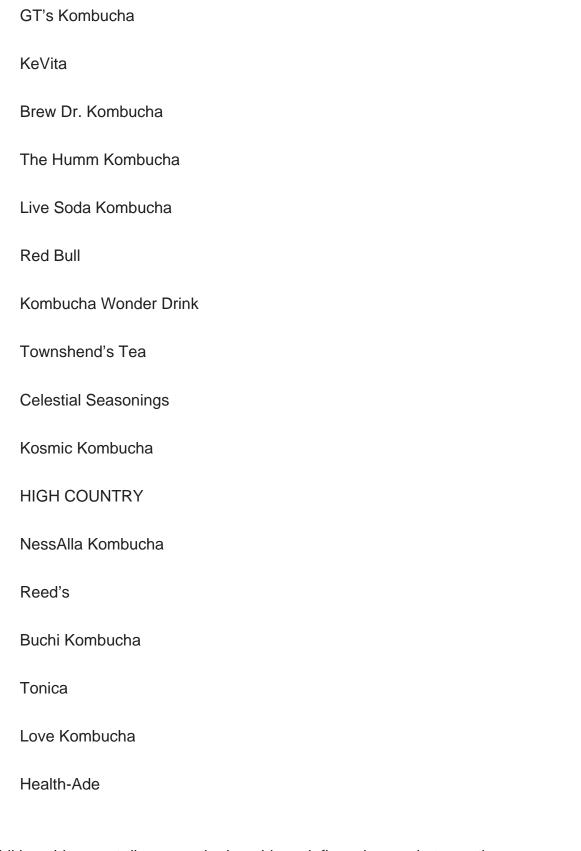
Segme	entation by product type:
	Herbs & Spices
	Fruit
	Original
	Other
Segme	entation by application:
	Offline
	Online
This re	eport also splits the market by region:
	Americas
	United States
	Canada
	Mexico
	Brazil
	APAC
	China
	Japan





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:





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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