

Global Birch Sap Beverage Market Growth 2026-2032

<https://marketpublishers.com/r/G1BE3BD4F876EN.html>

Date: July 2026

Pages: 120

Price: US\$ 3,660.00 (Single User License)

ID: G1BE3BD4F876EN

Abstracts

The global Birch Sap Beverage market size is predicted to grow from US\$ 2059 million in 2025 to US\$ 5064 million in 2032; it is expected to grow at a CAGR of 13.3% from 2026 to 2032.

Birch sap beverage refers to a ready-to-drink liquid product made from fresh birch sap collected during the early spring sap flow period (typically 3-4 weeks before leaf expansion) from birch trees, primarily *Betula platyphylla*, *Betula pendula*, and *Betula pubescens*. After collection, the sap is filtered, pasteurized, blended (with sugar, fruit juice, carbon dioxide, preservatives, etc.), and bottled. Birch sap is known for its naturally sweet and mild taste, low sugar content, low calories, and richness in minerals, amino acids, and bioactive compounds such as betulin. With a long history of consumption in Russia, Nordic countries, and Northeast China, birch sap beverage is gaining popularity as a healthy natural drink. The category includes pure birch sap (no added fruit juice or sugar, or only minimal sugar/citric acid), blended birch sap (mixed with apple, pear, berry juices, etc.), and fermented birch sap drinks. Packaging formats include glass bottles, PET bottles, and Tetra Pak cartons, with shelf life typically 6-12 months. The product occupies a distinct niche in the mid-to-high end natural beverage market, leveraging the seasonality and scarcity of birch sap.

Birch sap beverage is a fast-growing segment in the natural plant-based drink category, with retail prices showing significant differentiation. In the Chinese market, pure NFC birch sap (300-500ml bottles) retails at approximately 15-30 RMB per bottle, while blended products (birch sap mixed with fruit juice) sell for 8-15 RMB per bottle. The category has seen explosive growth through e-commerce and livestream channels, with Douyin platform sales reaching approximately 1.2 billion RMB in 2025, up over 800% year-on-year. Gross margins vary by business model: vertically integrated players with in-house harvesting and processing achieve higher margins, whereas brands relying on purchased concentrate for bottling realize lower margins. Major

consumption markets include China, Russia, and Nordic countries. China's annual birch sap collection volume has exceeded 60,000 metric tons, with the core production area Yichun alone contributing about 47,500 tons and generating 317 million RMB in output value in 2025. Finnish leading player Nordic Koivu has a maximum daily production capacity of 250,000 liters and exports to more than 20 countries. Downstream applications cover health & wellness, daily home consumption, gift and tourism specialties, food service & hospitality, and industrial ingredient sales. Demand growth is primarily driven by rising consumer preference for forest-sourced, additive-free beverages, expanding distribution channels (convenience stores, community group buying, livestream e-commerce), and increasing Asian exports from Russian brands. The competitive landscape features a mix of major beverage groups (Huiyuan, Nongfu Spring) leveraging their brand and channel strengths, strong domestic brands in Russia (Limonov, Berezovyi Sok), Nordic premium organic players (Nordic Koivu), and numerous small-scale processors in China's Heilongjiang and Jilin provinces (approximately 74 registered enterprises, only 16 above designated size). Key uncertainties include: first, climate-driven volatility in birch sap yield (annual output per tree ranges from 31 to 150 kilograms), which can affect raw material supply stability and pricing; second, Western import restrictions and tariffs on Russian-origin birch sap in the wake of the Ukraine conflict; third, intensifying competition within the natural water and plant-based beverage segments, potentially leading to low-priced blended imitations that undermine the premium image of pure birch sap. Overall, the birch sap beverage market is in a rapid growth phase, driven by natural and functional attributes, and is shifting from a resource-driven to a brand-driven model. Players with upstream control and strong brand building capabilities are well positioned for future expansion.

LP Information, Inc. (LPI) ' newest research report, the "Birch Sap Beverage Industry Forecast" looks at past sales and reviews total world Birch Sap Beverage sales in 2025, providing a comprehensive analysis by region and market sector of projected Birch Sap Beverage sales for 2026 through 2032. With Birch Sap Beverage sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Birch Sap Beverage industry.

This Insight Report provides a comprehensive analysis of the global Birch Sap Beverage landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Birch Sap Beverage portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Birch Sap Beverage market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Birch Sap Beverage and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Birch Sap Beverage.

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

Segmentation by Type:

- Pure Birch Sap (NFC)
- Blended Birch Sap Drink
- Concentrated Birch Sap
- Sparkling Birch Sap
- Fermented Birch Sap

Segmentation by Product Positioning:

- Pure / Premium Natural
- Functional Fortified
- Sugar?free / Low?calorie
- Kids / Family
- Sparkling / Mixer

Segmentation by Application:

Health & Wellness Beverage

Home Consumption

Gift & Premium Market

Food Service & Hospitality

Industrial Ingredient

Others

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Huiyuan Juice

Nongfu Spring

Ilin Center

Yichun Baihua

Heilongjiang Forestry Industry Group

Limonov

Berezovyi Sok

Altai Premium

Nordic Koivu

Sealand Birk

Birch Sap Oy

Siberia Natural

Swedish Birch Water

Key Questions Addressed in this Report

What is the 10-year outlook for the global Birch Sap Beverage market?

What factors are driving Birch Sap Beverage market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Birch Sap Beverage market opportunities vary by end market size?

How does Birch Sap Beverage break out by Type, by Application?

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