

Global Kombucha Market Growth 2025-2031

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Abstracts

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The global Kombucha market size is predicted to grow from US\$ 2829 million in 2025 to US\$ 8633 million in 2031; it is expected to grow at a CAGR of 20.4% from 2025 to 2031.

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.

The global kombucha market has seen remarkable growth in recent years, driven by increasing consumer demand for functional beverages that offer health benefits beyond hydration. Kombucha, a fermented tea known for its probiotics, antioxidants, and digestive health benefits, has gained widespread popularity, particularly among health-conscious consumers. The growing awareness of gut health and the rising trend of natural and organic products have fueled this demand. Additionally, kombucha is often marketed as a healthier alternative to sugary soft drinks, appealing to consumers seeking low-sugar, low-calorie options.

The market is also expanding due to product innovation and diversification. Kombucha is now available in a wide range of flavors, from traditional tea-based varieties to fruit-infused and herbal options. Companies are increasingly experimenting with ingredients like adaptogens, CBD, and superfoods to cater to evolving consumer preferences. Ready-to-drink kombucha is the most popular format, but the rise of home brewing kits and kombucha concentrates indicates the diversification of product offerings. This expansion into different formats and flavors has helped kombucha attract a broader

consumer base, from millennials to older generations seeking wellness-oriented beverages.

Geographically, North America and Europe dominate the kombucha market due to their established health-conscious consumer bases. In North America, the U.S. leads the market, driven by its growing organic food and beverage sector, while Europe shows increasing demand in countries like the UK and Germany. The Asia-Pacific region is also emerging as a promising market, with rising disposable incomes and awareness of healthy living trends. As kombucha becomes more mainstream and large beverage companies invest in the category, the market is expected to continue its upward trajectory, with a focus on innovation and expanding distribution networks.

LP Information, Inc. (LPI) ' newest research report, the “Kombucha Industry Forecast” looks at past sales and reviews total world Kombucha sales in 2024, providing a comprehensive analysis by region and market sector of projected Kombucha sales for 2025 through 2031. With Kombucha sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Kombucha industry.

This Insight Report provides a comprehensive analysis of the global Kombucha 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 Kombucha portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Kombucha market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Kombucha and breaks down the forecast by Type, by Sale Channel, 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 Kombucha.

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

Segmentation by Type:

Herbs & Spices

Fruit

Original

Others

Segmentation by Sale Channel:

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

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.

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

MOJO

Organic & Raw Trading

Clearly Kombucha

Jarr Kombucha

Key Questions Addressed in this Report

What is the 10-year outlook for the global Kombucha market?

What factors are driving Kombucha market growth, globally and by region?

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

How do Kombucha market opportunities vary by end market size?

How does Kombucha break out by Type, by Sale Channel?

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