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Global Raw Kombucha Market Growth 2026-2032

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Abstracts

The global Raw Kombucha market size is predicted to grow from US$ 843 million in 2025 to US$ 1511 million in 2032; it is expected to grow at a CAGR of 8.9% from 2026 to 2032.

Raw kombucha is a naturally fermented, tangy, and fizzy tea made with a culture of bacteria and yeast (SCOBY) that's never heated above a certain temperature (around 75°F), preserving its live probiotics, enzymes, and nutrients, making it a gut-friendly, traditional drink prized for its digestive and immune support. It's essentially kombucha in its most original, unpasteurized state, full of beneficial compounds that support wellness.

In 2025, global Raw Kombucha production reached approximately 101 Million Liter.

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 “Raw Kombucha Industry Forecast” looks at past sales and reviews total world Raw Kombucha sales in 2025, providing a comprehensive analysis by region and market sector of projected Raw Kombucha sales for 2026 through 2032. With Raw Kombucha sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Raw Kombucha industry.

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

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

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

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Segmentation by Type:

- Original Kombucha
- Flavored Kombucha

Segmentation by Feature:

- Black Tea Kombucha
- Green Tea Kombucha
- Blended Tea

Segmentation by Channel:

- Direct Selling
- Distribution

Segmentation by Age:

- 40 Years Old

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil

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APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey
- GCC Countries

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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 Living Foods (SYNERGY)

Brew Dr. Kombucha

Humm Kombucha

Better Booch

RISE Kombucha

Equinox Kombucha

Lo Bros

Remedy Drinks (Remedy Kombucha)

Buchi (Drink Buchi)

Rowdy Mermaid

Buddha’s Brew Kombucha

Kosmic Kombucha

Alocha Kombucha

Old Kombucha

MontyBooch

Key Questions Addressed in this Report
What is the 10-year outlook for the global Raw Kombucha market?
What factors are driving Raw Kombucha market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?

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How do Raw Kombucha market opportunities vary by end market size?
How does Raw Kombucha break out by Type, by Age?

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