

Kombucha Market by Product Type (Hard, Conventional), Type (Natural, Flavored), Nature (Organic, Inorganic), Packaging (Bottle, Can), Distribution Channel & Region - Global Forecast to 2029

<https://marketpublishers.com/r/K135E9D1ABDEN.html>

Date: April 2024

Pages: 250

Price: US\$ 4,950.00 (Single User License)

ID: K135E9D1ABDEN

Abstracts

The global kombucha market is estimated at USD 2.4 billion in 2024 and is projected to reach USD 5.9 billion by 2029, at a CAGR of 19.4% during the forecast period. Growing consumer preference toward organic products will lead to drive the demand for kombucha drinks. Furthermore, growing awareness of the health benefits associated with kombucha increases the growth of the kombucha market.

“Health benefits associated with kombucha consumption.”

Kombucha contains antioxidants, such as polyphenols and vitamins C and E, which help combat oxidative stress and reduce inflammation in the body. These antioxidants may contribute to overall health and protection against chronic diseases. The organic acids produced during kombucha fermentation, such as acetic acid and gluconic acid, may support detoxification processes in the body by aiding liver function and promoting the elimination of toxins. Kombucha contains vitamins and minerals that support immune function, such as vitamin C and zinc. Additionally, the probiotics in kombucha may help modulate the immune system and enhance immune response.

“In 2023, conventional type stood as the major segment within the product type segment of the kombucha market. “

Conventional kombucha drinks are favored for their potential health benefits, appealing to consumers seeking natural and functional beverage options. These beverages offer a

variety of advantages, including their rich probiotic content, which supports gut health by maintaining a healthy balance of microorganisms and aiding digestion. Additionally, the organic acids in kombucha can improve digestive wellness, alleviating symptoms like bloating and indigestion. With its array of vitamins and antioxidants, kombucha also provides immune support, helping to strengthen the body's defenses against illness. Furthermore, the detoxifying properties of kombucha, attributed to organic acids like acetic acid and gluconic acid, promote liver health and aid in the elimination of toxins.

“Within the packaging type segment, the can segment to grow at highest rate.”

The shift towards packaging kombucha drinks in cans is gaining momentum for several reasons, mirroring a broader trend in the beverage sector. Primarily, cans provide superior protection against light and oxygen exposure, surpassing other packaging options like glass bottles. This safeguarding capability ensures the retention of the nuanced flavor profiles and beneficial live cultures found in kombucha, delivering a consistently fresh product to consumers. Additionally, cans offer the advantages of being lightweight and portable, catering to the demand for convenient consumption, especially for on-the-go and outdoor activities. Furthermore, their high recyclability and lower carbon footprint compared to alternative packaging materials align with the increasing consumer preference for sustainable and eco-conscious products. With the growing awareness of environmental issues and the rising popularity of canned beverages, the trend towards utilizing cans for packaging kombucha is anticipated to continue expanding in the foreseeable future.

“The kombucha market in Europe is anticipated to maintain consistent growth throughout the forecast period.”

In Europe, there is a growing trend towards health and wellness, with consumers increasingly seeking out natural and functional beverages like kombucha. The European market is witnessing a rise in environmentally conscious consumerism, with growing concerns about sustainability and eco-friendliness. With its natural fermentation process and organic ingredient base, Kombucha aligns well with these values, making it an attractive option for environmentally conscious consumers seeking sustainable beverage choices. Moreover, the trend toward premiumization in the beverage industry has led to an increasing demand for high-quality and artisanal products. European consumers, known for their appreciation of artisanal foods and beverages, are drawn to the authentic and handcrafted nature of kombucha, driving growth in the market.

The Break-up of Primaries:

By Value Chain: Tire 1- 30%, Tire 2- 35%, Tire 3- 35%

By Designation: CXOs – 30%, Managers – 50%, Executives – 20%

By Region: North America – 25%, Europe – 20%, Asia Pacific – 35%, South America - 10%, RoW - 10%

Key players in this market include GT's Living Foods (US), Brew Dr. (US), SYSTM Foods Inc. (US), Health-Ade LLC (US), Tropicana Brands Group (US), MOMO Kombucha (UK), GO Kombucha (UK), Harris Freeman (US), Kosmic Kombucha (US), Equinox Kombucha (UK), Remedy Drinks (Australia), Soulfresh Global Pty Ltd (Australia), Cruz Group Sp. z o. o. (Poland), NessAlla Kombucha (US), and FedUp Foods (US).

Research Coverage:

The report segments the kombucha market based on product type, type, nature, packaging, distribution channels, and region. In terms of insights, this report has focused on various levels of analyses—the competitive landscape, end-use analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the kombucha market, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, services, key strategies, Contracts, partnerships, and agreements. New product launches, mergers and acquisitions, and recent developments associated with the kombucha market. Competitive analysis of upcoming startups in the kombucha market ecosystem is covered in this report.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall kombucha market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities. The report provides insights on the following pointers:

Analysis of key drivers (rise in demand for fortified food & beverage products, Growing health awareness amongst people, and easy manufacturing process). restraints (complex supply chain, regulations for the use of microorganisms, and regulatory approvals). opportunities (growing consumption of functional beverages and growing demand in emerging economies) and challenges (lack of regulatory framework and logistics challenge).

Product Development/Innovation: Detailed insights on research & development activities and new product launches in the kombucha market.

Market Development: Comprehensive information about lucrative markets – the report analyses the kombucha market across varied regions.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the kombucha market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players like GT's Living Foods (US), Brew Dr. (US), SYSTM Foods Inc. (US), Health-Ade LLC (US), Tropicana Brands Group (US), MOMO Kombucha (UK), GO Kombucha (UK), Harris Freeman (US), Kosmic Kombucha (US), Equinox Kombucha (UK), Remedy Drinks (Australia), Soulfresh Global Pty Ltd (Australia), Cruz Group Sp. z o. o. (Poland), NessAlla Kombucha (US), and FedUp Foods (US) in the kombucha market.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 INCLUSIONS & EXCLUSIONS
 - 1.3.3 REGIONS COVERED
- 1.4 YEARS CONSIDERED
- 1.5 CURRENCY CONSIDERED
- TABLE 1 USD EXCHANGE RATES, 2019–2023
- 1.6 VOLUME UNIT CONSIDERED
- 1.7 STAKEHOLDERS
- 1.8 SUMMARY OF CHANGES
 - 1.8.1 RECESSION IMPACT

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 KOMBUCHA MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key industry insights
 - 2.1.2.2 Breakdown of primaries
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - FIGURE 2 KOMBUCHA MARKET: DEMAND-SIDE CALCULATION
 - 2.2.2 TOP-DOWN APPROACH
 - 2.2.2.1 Approach to estimate market size using top-down analysis
- FIGURE 3 KOMBUCHA MARKET SIZE ESTIMATION STEPS AND RESPECTIVE SOURCES: SUPPLY SIDE
- 2.3 DATA TRIANGULATION
- FIGURE 4 DATA TRIANGULATION METHODOLOGY
- 2.4 RESEARCH ASSUMPTIONS
- 2.5 LIMITATIONS AND RISK ASSESSMENT
- 2.6 IMPACT OF RECESSION ON KOMBUCHA MARKET

2.6.1 RECESSION MACRO-INDICATORS

FIGURE 5 INDICATORS OF RECESSION

FIGURE 6 GLOBAL INFLATION RATE, 2011–2022

FIGURE 7 GLOBAL GDP, 2011–2022 (USD TRILLION)

FIGURE 8 RECESSION INDICATORS AND THEIR IMPACT ON KOMBUCHA MARKET

FIGURE 9 KOMBUCHA MARKET: EARLIER FORECAST VS. RECESSION FORECAST

3 EXECUTIVE SUMMARY

TABLE 2 KOMBUCHA MARKET SNAPSHOT, 2024 VS. 2029

FIGURE 10 KOMBUCHA MARKET, BY TYPE, 2024 VS. 2029 (USD MILLION)

FIGURE 11 KOMBUCHA MARKET, BY PRODUCT TYPE, 2024 VS. 2029 (USD MILLION)

FIGURE 12 KOMBUCHA MARKET, BY NATURE, 2024 VS. 2029 (USD MILLION)

FIGURE 13 KOMBUCHA MARKET, BY PACKAGING TYPE, 2024 VS. 2029 (USD MILLION)

FIGURE 14 KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2024 VS. 2029 (USD MILLION)

FIGURE 15 KOMBUCHA MARKET SHARE (VALUE), BY REGION, 2023

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN KOMBUCHA MARKET

FIGURE 16 RISING HEALTH CONSCIOUSNESS AMONG PEOPLE AND AWARENESS REGARDING HEALTH BENEFITS OF KOMBUCHA TO DRIVE MARKET

4.2 EUROPE: KOMBUCHA MARKET, BY PRODUCT TYPE AND KEY COUNTRY

FIGURE 17 CONVENTIONAL SEGMENT AND SPAIN ACCOUNTED FOR SIGNIFICANT MARKET SHARE IN 2023

4.3 KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL

FIGURE 18 SUPERMARKETS/HYPERMARKETS SEGMENT TO LEAD MARKET BY 2029

4.4 KOMBUCHA MARKET, BY PACKAGING TYPE

FIGURE 19 BOTTLES SEGMENT TO DOMINATE KOMBUCHA MARKET DURING FORECAST PERIOD

4.5 KOMBUCHA MARKET, BY PRODUCT TYPE

FIGURE 20 CONVENTIONAL SEGMENT TO LEAD MARKET DURING REVIEW

PERIOD

4.6 KOMBUCHA MARKET, BY NATURE

FIGURE 21 ORGANIC SEGMENT TO ACCOUNT FOR LARGER SHARE BY 2029

4.7 KOMBUCHA MARKET, BY TYPE

FIGURE 22 FLAVORED SEGMENT TO ACCOUNT FOR LARGER SHARE DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MACROECONOMIC INDICATORS

5.2.1 INCREASE IN CONSUMER SPENDING

FIGURE 23 GROSS VALUE ADDED TO UK AGRI-FOOD SECTOR, 2021

5.2.2 INCREASE IN ACCEPTANCE OF ALCOHOL-BASED DRINKS

5.3 MARKET DYNAMICS

FIGURE 24 KOMBUCHA MARKET: MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Increase in gastrointestinal (GI) diseases

5.3.1.2 Spike in demand for alternatives to sugary beverages

FIGURE 25 CONSUMER RESEARCH CONDUCTED BY SUGAR ASSOCIATION IN 2021

5.3.1.3 Shift toward organic or natural products

5.3.2 RESTRAINTS

5.3.2.1 Need for effective distribution and storage strategies

5.3.2.2 Stringent regulatory requirements

5.3.3 OPPORTUNITIES

5.3.3.1 Increasing expansion into new domestic and international markets

5.3.3.2 Increase in retail beverage sales

5.3.4 CHALLENGES

5.3.4.1 Exorbitant price of kombucha drinks

5.3.4.2 Divergence in taste preferences

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.2.1 RESEARCH & PRODUCT DEVELOPMENT

6.2.2 MANUFACTURING

6.2.3 MARKETING & SALES

6.2.4 DISTRIBUTION

6.2.5 POST-SALE SERVICES

FIGURE 26 VALUE CHAIN ANALYSIS

6.3 TECHNOLOGY ANALYSIS

6.3.1 AIR KNIFE TECHNOLOGY

6.3.2 HIGH PRESSURE PROCESSING (HPP)

6.4 PATENT ANALYSIS

FIGURE 27 PATENTS GRANTED FOR KOMBUCHA MARKET, 2014–2024

FIGURE 28 REGIONAL ANALYSIS OF PATENT GRANTED FOR KOMBUCHA MARKET, 2014–2024

6.4.1 LIST OF MAJOR PATENTS, 2014–2024

6.5 ECOSYSTEM ANALYSIS/MARKET MAP

6.5.1 DEMAND SIDE

6.5.2 SUPPLY SIDE

TABLE 3 KOMBUCHA MARKET ECOSYSTEM

FIGURE 29 KOMBUCHA: MARKET MAP

6.6 TRADE ANALYSIS

TABLE 4 EXPORT VALUE OF KOMBUCHA, BY KEY COUNTRY, 2022 (USD MILLION)

TABLE 5 IMPORT VALUE OF KOMBUCHA, BY KEY COUNTRY, 2022 (USD MILLION)

TABLE 6 EXPORT VALUE OF KOMBUCHA, BY KEY COUNTRY, 2021 (USD MILLION)

TABLE 7 IMPORT VALUE OF KOMBUCHA, BY KEY COUNTRY, 2021 (USD MILLION)

6.7 PRICING ANALYSIS

6.7.1 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY PACKAGING TYPE

TABLE 8 AVERAGE SELLING PRICE (ASP) TREND OF KEY PLAYERS, BY PACKAGING TYPE, 2023 (USD/TON)

TABLE 9 AVERAGE SELLING PRICE (ASP) TREND OF KEY PLAYERS, BY PACKAGING TYPE, 2019–2023 (USD/TON)

6.7.2 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY REGION

TABLE 10 BOTTLES: AVERAGE SELLING PRICE (ASP) TREND OF KEY PLAYERS, BY REGION, 2019–2023 (USD/TON)

TABLE 11 CANS: AVERAGE SELLING PRICE (ASP) TREND OF KEY PLAYERS, BY REGION, 2019–2023 (USD/TON)

6.8 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 30 REVENUE SHIFT FOR KOMBUCHA MARKET

6.9 KEY CONFERENCES & EVENTS (2024–2025)

TABLE 12 KOMBUCHA MARKET: LIST OF CONFERENCES & EVENTS

6.10 REGULATORY LANDSCAPE

6.10.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 14 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 15 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

6.10.2 REGULATORY LANDSCAPE

6.10.2.1 North America

6.10.2.1.1 US

6.10.2.1.2 Canada

6.10.2.1.3 Mexico

6.10.2.2 Europe

6.10.2.2.1 Germany

6.10.2.2.2 France

6.10.2.3 Asia Pacific

6.10.2.3.1 China

6.10.2.3.2 India

6.10.2.3.3 Australia

6.10.2.3.4 Thailand

6.10.2.4 South America

6.10.2.4.1 Brazil

6.10.2.4.2 Argentina

6.10.2.5 Rest of the World

6.10.2.5.1 South Africa

6.10.2.5.2 UAE

6.10.2.5.3 Nigeria

6.11 CASE STUDY ANALYSIS

6.11.1 BREW DR. KOMBUCHA UTILIZED SOCIAL MEDIA TO INCREASE BRAND AWARENESS

6.11.2 HEALTH-ADE KOMBUCHA LEVERAGED INFLUENCERS FOR BRAND GROWTH

6.11.3 GREAT LITTLE BOX COMPANY'S PACKAGING SOLUTION HELPED HEALTHY HOOCH CONTROL EXPENSES

6.12 PORTER'S FIVE FORCES ANALYSIS

TABLE 16 PORTER'S FIVE FORCES ANALYSIS

6.12.1 INTENSITY OF COMPETITIVE RIVALRY

6.12.2 BARGAINING POWER OF SUPPLIERS

6.12.3 BARGAINING POWER OF BUYERS

6.12.4 THREAT OF SUBSTITUTES

6.12.5 THREAT OF NEW ENTRANTS

6.13 KEY STAKEHOLDERS & BUYING CRITERIA

6.13.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR KEY TYPES

TABLE 17 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR ORGANIC AND INORGANIC KOMBUCHA TYPES

6.13.2 BUYING CRITERIA

FIGURE 32 BUYING CRITERIA

TABLE 18 KEY BUYING CRITERIA FOR KEY TYPES

6.14 INVESTMENT AND FUNDING SCENARIOS

FIGURE 33 INVESTMENT AND FUNDING SCENARIOS OF FEW MAJOR PLAYERS

7 KOMBUCHA MARKET, BY TYPE

7.1 INTRODUCTION

FIGURE 34 KOMBUCHA MARKET, BY TYPE, 2024 VS. 2029 (USD MILLION)

TABLE 19 KOMBUCHA MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 20 KOMBUCHA MARKET, BY TYPE, 2024–2029 (USD MILLION)

7.2 NATURAL (UNFLAVORED)

7.2.1 MINIMAL PROCESSING AND USE OF ADDITIVES TO FUEL DEMAND FOR NATURAL KOMBUCHA

TABLE 21 N?B? KOMBUCHA PRODUCTS' DATASHEET

TABLE 22 NATURAL: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 23 NATURAL: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3 FLAVORED

7.3.1 RISING CULINARY EXPLORATION AND EXPERIMENTATION TO DRIVE DEMAND FOR UNIQUE AND INNOVATIVE FLAVOR COMBINATIONS OF KOMBUCHA

TABLE 24 FLAVORED: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 25 FLAVORED: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.2 HERBS & SPICES

TABLE 26 HERBS & SPICES: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 27 HERBS & SPICES: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.3 CITRUS

TABLE 28 CITRUS: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 29 CITRUS: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.4 BERRIES

TABLE 30 BERRIES: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 31 BERRIES: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.5 APPLE

TABLE 32 APPLE: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 33 APPLE: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.6 FLOWERS

TABLE 34 FLOWERS: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 35 FLOWERS: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.7 OTHER FLAVORS

TABLE 36 OTHER FLAVORS: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 37 OTHER FLAVORS: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

8 KOMBUCHA MARKET, BY NATURE

8.1 INTRODUCTION

FIGURE 35 KOMBUCHA MARKET, BY NATURE, 2024 VS. 2029 (USD MILLION)

TABLE 38 KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 39 KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

8.2 ORGANIC

8.2.1 RISING POPULATION OF HEALTH-CONSCIOUS CONSUMERS TO DRIVE CONSUMPTION OF ORGANIC KOMBUCHA

TABLE 40 ORGANIC: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 41 ORGANIC: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

8.3 INORGANIC

8.3.1 AFFORDABILITY AND AVAILABILITY OF INORGANIC KOMBUCHA TO

BOOST ITS CONSUMPTION

TABLE 42 INORGANIC: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 43 INORGANIC: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

9 KOMBUCHA MARKET, BY PRODUCT TYPE

9.1 INTRODUCTION

FIGURE 36 KOMBUCHA MARKET, BY PRODUCT TYPE, 2024 VS. 2029 (USD MILLION)

TABLE 44 KOMBUCHA MARKET, BY PRODUCT TYPE, 2019–2023 (USD MILLION)

TABLE 45 KOMBUCHA MARKET, BY PRODUCT TYPE, 2024–2029 (USD MILLION)

9.2 HARD

9.2.1 LIFESTYLE TRENDS SUCH AS MINDFUL DRINKING TO CREATE DEMAND FOR HARD KOMBUCHA

TABLE 46 HARD: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 47 HARD: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

9.3 CONVENTIONAL

9.3.1 CONSUMERS SEEKING PROBIOTIC HEALTH BEVERAGES TO PREFER CONVENTIONAL KOMBUCHA OVER HARD KOMBUCHA

TABLE 48 CONVENTIONAL: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 49 CONVENTIONAL: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

10 KOMBUCHA MARKET, BY PACKAGING TYPE

10.1 INTRODUCTION

FIGURE 37 KOMBUCHA MARKET, BY PACKAGING TYPE, 2024 VS. 2029 (USD MILLION)

TABLE 50 KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (USD MILLION)

TABLE 51 KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (USD MILLION)

TABLE 52 KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (KT)

TABLE 53 KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (KT)

10.2 CANS

10.2.1 CONVENIENCE AND PRESERVATION CONSIDERATIONS TO ENCOURAGE MANUFACTURERS TO USE CANS FOR PACKAGING

TABLE 54 CANS: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 55 CANS: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 56 CANS: KOMBUCHA MARKET, BY REGION, 2019–2023 (KT)

TABLE 57 CANS: KOMBUCHA MARKET, BY REGION, 2024–2029 (KT)

10.3 BOTTLES

10.3.1 TRADITIONAL ASSOCIATION OF PEOPLE WITH QUALITY AND AUTHENTICITY TO MOTIVATE MANUFACTURERS TO FAVOR BOTTLES

TABLE 58 BOTTLES: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 59 BOTTLES: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 60 BOTTLES: KOMBUCHA MARKET, BY REGION, 2019–2023 (KT)

TABLE 61 BOTTLES: KOMBUCHA MARKET, BY REGION, 2024–2029 (KT)

11 KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL

11.1 INTRODUCTION

FIGURE 38 KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2024 VS. 2029 (USD MILLION)

TABLE 62 KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2019–2023 (USD MILLION)

TABLE 63 KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2024–2029 (USD MILLION)

11.2 SUPERMARKETS/HYPERMARKETS

11.2.1 SUPERMARKETS AND HYPERMARKETS SERVE AS CONVENIENT POINTS FOR CONSUMERS

TABLE 64 SUPERMARKETS/HYPERMARKETS: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 65 SUPERMARKETS/HYPERMARKETS: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

11.3 ONLINE RETAILERS

11.3.1 GROWING POPULARITY OF E-COMMERCE AND AVAILABILITY OF RANGE OF BRANDS AND FLAVORS TO SPUR MARKET

TABLE 66 ONLINE RETAILERS: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 67 ONLINE RETAILERS: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

11.4 SPECIALIST STORES

11.4.1 DEMAND FOR UNIQUE SHOPPING EXPERIENCE TO FUEL DEMAND FOR KOMBUCHA DRINKS

TABLE 68 SPECIALIST STORES: KOMBUCHA MARKET, BY REGION, 2019–2023
(USD MILLION)

TABLE 69 SPECIALIST STORES: KOMBUCHA MARKET, BY REGION, 2024–2029
(USD MILLION)

11.5 CONVENIENCE STORES

11.5.1 DEMAND FOR QUICK AND HASSLE-FREE SHOPPING EXPERIENCE TO
PROPEL MARKET GROWTH

TABLE 70 CONVENIENCE STORES: KOMBUCHA MARKET, BY REGION, 2019–2023
(USD MILLION)

TABLE 71 CONVENIENCE STORES: KOMBUCHA MARKET, BY REGION, 2024–2029
(USD MILLION)

11.6 OTHER DISTRIBUTION CHANNELS

TABLE 72 OTHER DISTRIBUTION CHANNELS: KOMBUCHA MARKET, BY REGION,
2019–2023 (USD MILLION)

TABLE 73 OTHER DISTRIBUTION CHANNELS: KOMBUCHA MARKET, BY REGION,
2024–2029 (USD MILLION)

12 KOMBUCHA MARKET, BY REGION

12.1 INTRODUCTION

FIGURE 39 SPAIN TO RECORD HIGHEST GROWTH IN KOMBUCHA MARKET

TABLE 74 KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 75 KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 76 KOMBUCHA MARKET, BY REGION, 2019–2023 (KT)

TABLE 77 KOMBUCHA MARKET, BY REGION, 2024–2029 (KT)

12.2 NORTH AMERICA

12.2.1 NORTH AMERICA: RECESSION IMPACT

FIGURE 40 NORTH AMERICA: RECESSION IMPACT ANALYSIS, 2024

FIGURE 41 NORTH AMERICAN KOMBUCHA MARKET SNAPSHOT

TABLE 78 NORTH AMERICA: KOMBUCHA MARKET, BY COUNTRY, 2019–2023
(USD MILLION)

TABLE 79 NORTH AMERICA: KOMBUCHA MARKET, BY COUNTRY, 2024–2029
(USD MILLION)

TABLE 80 NORTH AMERICA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD
MILLION)

TABLE 81 NORTH AMERICA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD
MILLION)

TABLE 82 NORTH AMERICA: KOMBUCHA MARKET, BY PRODUCT TYPE,
2019–2023 (USD MILLION)

TABLE 83 NORTH AMERICA: KOMBUCHA MARKET, BY PRODUCT TYPE,
2024–2029 (USD MILLION)

TABLE 84 NORTH AMERICA: KOMBUCHA MARKET, BY TYPE, 2019–2023 (USD
MILLION)

TABLE 85 NORTH AMERICA: KOMBUCHA MARKET, BY TYPE, 2024–2029 (USD
MILLION)

TABLE 86 NORTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE,
2019–2023 (USD MILLION)

TABLE 87 NORTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE,
2024–2029 (USD MILLION)

TABLE 88 NORTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE,
2019–2023 (KT)

TABLE 89 NORTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE,
2024–2029 (KT)

TABLE 90 NORTH AMERICA: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL,
2019–2023 (USD MILLION)

TABLE 91 NORTH AMERICA: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL,
2024–2029 (USD MILLION)

12.2.2 US

12.2.2.1 Major players in US to serve as catalysts for expansion of kombucha market

TABLE 92 US: TOP 33 STATES IN TERMS OF NUMBER OF COMMERCIAL
BRANDS, 2020

TABLE 93 US: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 94 US: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.2.3 CANADA

12.2.3.1 Rise in deaths caused by digestive problems to fuel demand for kombucha

FIGURE 42 NUMBER OF DEATHS CAUSED BY DIGESTIVE PROBLEMS IN
CANADA, 2018–2022

TABLE 95 CANADA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 96 CANADA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.2.4 MEXICO

12.2.4.1 Presence of small and regional brands to fuel growth of kombucha market

TABLE 97 MEXICO: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 98 MEXICO: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.3 EUROPE

12.3.1 EUROPE: RECESSION IMPACT

FIGURE 43 EUROPE: RECESSION IMPACT ANALYSIS, 2024

FIGURE 44 EUROPEAN KOMBUCHA MARKET SNAPSHOT

TABLE 99 EUROPE: KOMBUCHA MARKET, BY COUNTRY, 2019–2023 (USD

MILLION)

TABLE 100 EUROPE: KOMBUCHA MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 101 EUROPE: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 102 EUROPE: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

TABLE 103 EUROPE: KOMBUCHA MARKET, BY PRODUCT TYPE, 2019–2023 (USD MILLION)

TABLE 104 EUROPE: KOMBUCHA MARKET, BY PRODUCT TYPE, 2024–2029 (USD MILLION)

TABLE 105 EUROPE: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (USD MILLION)

TABLE 106 EUROPE: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (USD MILLION)

TABLE 107 EUROPE: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (KT)

TABLE 108 EUROPE: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (KT)

TABLE 109 EUROPE: KOMBUCHA MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 110 EUROPE: KOMBUCHA MARKET, BY TYPE, 2024–2029 (USD MILLION)

TABLE 111 EUROPE: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2019–2023 (USD MILLION)

TABLE 112 EUROPE: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2024–2029 (USD MILLION)

12.3.2 FRANCE

12.3.2.1 Increased tax on sugary drinks to create opportunity for manufacturers to enter growing kombucha market

TABLE 113 FRANCE: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 114 FRANCE: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.3.3 SPAIN

12.3.3.1 Increasing population of health-conscious consumers seeking natural, probiotic-rich alternatives to traditional beverages to fuel demand

TABLE 115 SPAIN: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 116 SPAIN: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.3.4 ITALY

12.3.4.1 Popularity of organic beverages to create favorable environment for

kombucha drinks

FIGURE 45 ORGANIC BEVERAGE CONSUMPTION IN ITALY, 2018–2025

TABLE 117 ITALY: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 118 ITALY: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.3.5 GERMANY

12.3.5.1 Presence of small and regional brands to spur growth of kombucha market

TABLE 119 GERMANY: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 120 GERMANY: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.3.6 UK

12.3.6.1 Rising government initiatives and support to encourage beverage manufacturers to invest in product developments

TABLE 121 UK: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 122 UK: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.3.7 REST OF EUROPE

TABLE 123 REST OF EUROPE: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 124 REST OF EUROPE: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.4 ASIA PACIFIC

12.4.1 ASIA PACIFIC: RECESSION IMPACT

FIGURE 46 ASIA PACIFIC: RECESSION IMPACT ANALYSIS, 2024

TABLE 125 ASIA PACIFIC: KOMBUCHA MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 126 ASIA PACIFIC: KOMBUCHA MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 127 ASIA PACIFIC: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 128 ASIA PACIFIC: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

TABLE 129 ASIA PACIFIC: KOMBUCHA MARKET, BY PRODUCT TYPE, 2019–2023 (USD MILLION)

TABLE 130 ASIA PACIFIC: KOMBUCHA MARKET, BY PRODUCT TYPE, 2024–2029 (USD MILLION)

TABLE 131 ASIA PACIFIC: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (USD MILLION)

TABLE 132 ASIA PACIFIC: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (USD MILLION)

TABLE 133 ASIA PACIFIC: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (KT)

TABLE 134 ASIA PACIFIC: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (KT)

TABLE 135 ASIA PACIFIC: KOMBUCHA MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 136 ASIA PACIFIC: KOMBUCHA MARKET, BY TYPE, 2024–2029 (USD MILLION)

TABLE 137 ASIA PACIFIC: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2019–2023 (USD MILLION)

TABLE 138 ASIA PACIFIC: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2024–2029 (USD MILLION)

12.4.2 AUSTRALIA & NEW ZEALAND

12.4.2.1 Rising preference for natural and functional beverages to fuel demand

TABLE 139 AUSTRALIA & NEW ZEALAND: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 140 AUSTRALIA & NEW ZEALAND: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.4.3 CHINA

12.4.3.1 Challenges faced by beverage lovers in managing their sugar intake to drive demand for kombucha

TABLE 141 CHINA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 142 CHINA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.4.4 JAPAN

12.4.4.1 Japan's commitment to global health initiatives to benefit market expansion

TABLE 143 JAPAN: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 144 JAPAN: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.4.5 INDIA

12.4.5.1 Rising demand for nutritional food products to encourage market expansion

TABLE 145 INDIA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 146 INDIA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.4.6 THAILAND

12.4.6.1 Increased consumption by young and adventurous population to prove lucrative for kombucha's market growth

TABLE 147 THAILAND: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 148 THAILAND: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.4.7 REST OF ASIA PACIFIC

TABLE 149 REST OF ASIA PACIFIC: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 150 REST OF ASIA PACIFIC: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.5 SOUTH AMERICA

12.5.1 SOUTH AMERICA: RECESSION IMPACT

FIGURE 47 SOUTH AMERICA: RECESSION IMPACT ANALYSIS, 2024

TABLE 151 SOUTH AMERICA: KOMBUCHA MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 152 SOUTH AMERICA: KOMBUCHA MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 153 SOUTH AMERICA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 154 SOUTH AMERICA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

TABLE 155 SOUTH AMERICA: KOMBUCHA MARKET, BY PRODUCT TYPE, 2019–2023 (USD MILLION)

TABLE 156 SOUTH AMERICA: KOMBUCHA MARKET, BY PRODUCT TYPE, 2024–2029 (USD MILLION)

TABLE 157 SOUTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (USD MILLION)

TABLE 158 SOUTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (USD MILLION)

TABLE 159 SOUTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (KT)

TABLE 160 SOUTH AMERICA: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (KT)

TABLE 161 SOUTH AMERICA: KOMBUCHA MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 162 SOUTH AMERICA: KOMBUCHA MARKET, BY TYPE, 2024–2029 (USD MILLION)

TABLE 163 SOUTH AMERICA: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2019–2023 (USD MILLION)

TABLE 164 SOUTH AMERICA: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2024–2029 (USD MILLION)

12.5.2 BRAZIL

12.5.2.1 Rising preference for natural and functional beverages to drive market

TABLE 165 BRAZIL: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 166 BRAZIL: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.5.3 ARGENTINA

12.5.3.1 Regulatory resolution of kombucha to lead to market growth

TABLE 167 ARGENTINA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 168 ARGENTINA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.5.4 REST OF SOUTH AMERICA

TABLE 169 REST OF SOUTH AMERICA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 170 REST OF SOUTH AMERICA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6 REST OF THE WORLD (ROW)

12.6.1 ROW: RECESSION IMPACT

FIGURE 48 ROW: RECESSION IMPACT ANALYSIS, 2024

TABLE 171 ROW: KOMBUCHA MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 172 ROW: KOMBUCHA MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 173 ROW: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 174 ROW: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

TABLE 175 ROW: KOMBUCHA MARKET, BY PRODUCT TYPE, 2019–2023 (USD MILLION)

TABLE 176 ROW: KOMBUCHA MARKET, BY PRODUCT TYPE, 2024–2029 (USD MILLION)

TABLE 177 ROW: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (USD MILLION)

TABLE 178 ROW: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (USD MILLION)

TABLE 179 ROW: KOMBUCHA MARKET, BY PACKAGING TYPE, 2019–2023 (KT)

TABLE 180 ROW: KOMBUCHA MARKET, BY PACKAGING TYPE, 2024–2029 (KT)

TABLE 181 ROW: KOMBUCHA MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 182 ROW: KOMBUCHA MARKET, BY TYPE, 2024–2029 (USD MILLION)

TABLE 183 ROW: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2019–2023 (USD MILLION)

TABLE 184 ROW: KOMBUCHA MARKET, BY DISTRIBUTION CHANNEL, 2024–2029 (USD MILLION)

12.6.2 AFRICA

TABLE 185 AFRICA: KOMBUCHA MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 186 AFRICA: KOMBUCHA MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 187 AFRICA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 188 AFRICA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.2.1 South Africa

12.6.2.1.1 Growing popularity of organic products to drive consumption of kombucha

TABLE 189 SOUTH AFRICA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 190 SOUTH AFRICA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.2.2 Nigeria

12.6.2.2.1 Increasing tax on sugary drinks to create opportunity for manufacturers to enter developing market

TABLE 191 NIGERIA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 192 NIGERIA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.2.3 Kenya

12.6.2.3.1 Rising awareness regarding health benefits associated with kombucha consumption to increase its popularity

TABLE 193 KENYA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 194 KENYA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.2.4 Rest of Africa

TABLE 195 REST OF AFRICA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 196 REST OF AFRICA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.3 MIDDLE EAST

TABLE 197 MIDDLE EAST: KOMBUCHA MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 198 MIDDLE EAST: KOMBUCHA MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 199 MIDDLE EAST: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 200 MIDDLE EAST: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.3.1 Saudi Arabia

12.6.3.1.1 Rising popularity of organic food products to drive kombucha market

TABLE 201 SAUDI ARABIA: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 202 SAUDI ARABIA: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.3.2 UAE

12.6.3.2.1 Tax hike on sweetened drinks to create opportunity for manufacturers to enter growing kombucha market

TABLE 203 UAE: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 204 UAE: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.3.3 Qatar

12.6.3.3.1 Introduction of tax law on unhealthy products to drive market for healthy beverages, including kombucha

TABLE 205 QATAR: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 206 QATAR: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

12.6.3.4 Rest of Middle East

TABLE 207 REST OF MIDDLE EAST: KOMBUCHA MARKET, BY NATURE, 2019–2023 (USD MILLION)

TABLE 208 REST OF MIDDLE EAST: KOMBUCHA MARKET, BY NATURE, 2024–2029 (USD MILLION)

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 MARKET SHARE ANALYSIS, 2022

TABLE 209 KOMBUCHA MARKET: DEGREE OF COMPETITION

13.3 KEY PLAYERS' STRATEGIES/RIGHT TO WIN

TABLE 210 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS IN KOMBUCHA MARKET, 2020–2024

13.4 BRAND/PRODUCT ANALYSIS

FIGURE 49 BRAND/PRODUCT ANALYSIS, BY KOMBUCHA KEY BRAND

13.5 COMPANY EVALUATION MATRIX: KEY PLAYERS

13.5.1 STARS

13.5.2 EMERGING LEADERS

13.5.3 PERVASIVE PLAYERS

13.5.4 PARTICIPANTS

FIGURE 50 KOMBUCHA MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2023

13.5.5 COMPANY FOOTPRINT

TABLE 211 OVERALL COMPANY FOOTPRINT

TABLE 212 KOMBUCHA MARKET: COMPANY PRODUCT TYPE FOOTPRINT

TABLE 213 KOMBUCHA MARKET: COMPANY PACKAGING TYPE FOOTPRINT

TABLE 214 KOMBUCHA MARKET: COMPANY NATURE FOOTPRINT

TABLE 215 KOMBUCHA MARKET: COMPANY TYPE FOOTPRINT

TABLE 216 KOMBUCHA MARKET: COMPANY REGIONAL FOOTPRINT

13.6 COMPETITIVE SCENARIO

13.6.1 PRODUCT LAUNCHES

TABLE 217 KOMBUCHA MARKET: PRODUCT LAUNCHES, JANUARY 2020–MARCH 2024

13.6.2 DEALS

TABLE 218 KOMBUCHA MARKET: DEALS, JANUARY 2020–MARCH 2024

13.6.3 EXPANSIONS

TABLE 219 KOMBUCHA MARKET: EXPANSIONS, JANUARY 2020–MARCH 2024

14 COMPANY PROFILES

(Business overview, Products/Solutions/Services offered, Recent developments & MnM View)*

14.1 KEY PLAYERS

14.1.1 GT'S LIVING FOODS

TABLE 220 GT'S LIVING FOODS: COMPANY OVERVIEW

TABLE 221 GT'S LIVING FOODS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 222 GT'S LIVING FOODS: PRODUCT LAUNCHES

14.1.2 BREW DR.

TABLE 223 BREW DR.: COMPANY OVERVIEW

TABLE 224 BREW DR.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 225 BREW DR.: PRODUCT LAUNCHES

14.1.3 SYSTM FOODS INC.

TABLE 226 SYSTM FOODS INC.: COMPANY OVERVIEW

TABLE 227 SYSTM FOODS INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 228 SYSTM FOODS INC.: DEALS

TABLE 229 SYSTM FOODS INC.: PRODUCT LAUNCHES

14.1.4 HEALTH-ADE LLC

TABLE 230 HEALTH-ADE LLC: COMPANY OVERVIEW

TABLE 231 HEALTH-ADE LLC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.1.5 TROPICANA BRANDS GROUP

TABLE 232 TROPICANA BRANDS GROUP: COMPANY OVERVIEW

TABLE 233 TROPICANA BRANDS GROUP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 234 TROPICANA BRANDS GROUP: PRODUCT LAUNCHES

14.1.6 MOMO KOMBUCHA

TABLE 235 MOMO KOMBUCHA: COMPANY OVERVIEW

TABLE 236 MOMO KOMBUCHA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 237 MOMO KOMBUCHA: PRODUCT LAUNCHES

14.1.7 GO KOMBUCHA

TABLE 238 GO KOMBUCHA: COMPANY OVERVIEW

TABLE 239 GO KOMBUCHA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.1.8 HARRIS FREEMAN

TABLE 240 HARRIS FREEMAN: COMPANY OVERVIEW

TABLE 241 HARRIS FREEMAN: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 242 HARRIS FREEMAN: EXPANSIONS

14.1.9 KOSMIC KOMBUCHA

TABLE 243 KOSMIC KOMBUCHA: COMPANY OVERVIEW

TABLE 244 KOSMIC KOMBUCHA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.1.10 EQUINOX KOMBUCHA

TABLE 245 EQUINOX KOMBUCHA: COMPANY OVERVIEW

TABLE 246 EQUINOX KOMBUCHA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 247 EQUINOX KOMBUCHA: EXPANSIONS

14.1.11 REMEDY DRINKS

TABLE 248 REMEDY DRINKS: COMPANY OVERVIEW

TABLE 249 REMEDY DRINKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 250 REMEDY DRINKS: PRODUCT LAUNCHES

TABLE 251 REMEDY DRINKS: EXPANSIONS

14.1.12 SOULFRESH GLOBAL PTY LTD

TABLE 252 SOULFRESH GLOBAL PTY LTD: COMPANY OVERVIEW

TABLE 253 SOULFRESH GLOBAL PTY LTD: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 254 SOULFRESH GLOBAL PTY LTD: PRODUCT LAUNCHES

14.1.13 CRUZ GROUP SP. Z O. O.

TABLE 255 CRUZ GROUP SP. Z O. O.: COMPANY OVERVIEW

TABLE 256 CRUZ GROUP SP. Z O. O.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.1.14 NESSALLA KOMBUCHA

TABLE 257 NESSALLA KOMBUCHA: COMPANY OVERVIEW

TABLE 258 NESSALLA KOMBUCHA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.1.15 FEDUP FOODS

TABLE 259 FEDUP FOODS: COMPANY OVERVIEW

TABLE 260 FEDUP FOODS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.2 OTHER PLAYERS

14.2.1 AQUA VITEA

TABLE 261 AQUA VITEA: COMPANY OVERVIEW

TABLE 262 AQUA VITEA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 263 AQUA VITEA: DEALS

14.2.2 DRINK LIVE

TABLE 264 DRINK LIVE: COMPANY OVERVIEW

TABLE 265 DRINK LIVE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.2.3 K?BENHAVN KOMBUCHA

TABLE 266 K?BENHAVN KOMBUCHA: COMPANY OVERVIEW

TABLE 267 K?BENHAVN KOMBUCHA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 268 K?BENHAVN KOMBUCHA: DEALS

14.2.4 L?SK

TABLE 269 L?SK: COMPANY OVERVIEW

TABLE 270 L?SK: PRODUCTS/SOLUTIONS/SERVICES OFFERED

14.2.5 FIX8

TABLE 271 FIX8: COMPANY OVERVIEW

TABLE 272 FIX8: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 273 FIX8: DEALS

TABLE 274 FIX8: EXPANSIONS

14.2.6 BB KOMBUCHA

14.2.7 BROTHERS AND SISTERS

14.2.8 ATMOSPHERE KOMBUCHA

14.2.9 KULTUR'D

14.2.10 BOR?CHA

*Details on Business overview, Products/Solutions/Services offered, Recent developments & MnM View might not be captured in case of unlisted companies.

15 ADJACENT AND RELATED MARKETS

15.1 INTRODUCTION

TABLE 275 ADJACENT MARKETS

15.2 RESEARCH LIMITATIONS

15.3 SPECIALTY YEAST MARKET

15.3.1 MARKET DEFINITION

15.3.2 MARKET OVERVIEW

TABLE 276 SPECIALTY YEAST MARKET, BY TYPE, 2017–2021 (USD MILLION)

TABLE 277 SPECIALTY YEAST MARKET, BY TYPE, 2022–2027 (USD MILLION)

15.4 STARTER CULTURES MARKET

15.4.1 MARKET DEFINITION

15.4.2 MARKET OVERVIEW

TABLE 278 STARTER CULTURES MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 279 STARTER CULTURES MARKET, BY APPLICATION, 2022–2027 (USD MILLION)

16 APPENDIX

16.1 DISCUSSION GUIDE

16.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

16.3 CUSTOMIZATION OPTIONS

16.4 RELATED REPORTS

16.5 AUTHOR DETAILS

I would like to order

Product name: Kombucha Market by Product Type (Hard, Conventional), Type (Natural, Flavored), Nature (Organic, Inorganic), Packaging (Bottle, Can), Distribution Channel & Region - Global Forecast to 2029

Product link: <https://marketpublishers.com/r/K135E9D1ABDEN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K135E9D1ABDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970