

# **Botanical & Anti-inflammatory Beverages Market Forecasts to 2034 - Global Analysis By Ingredient Type (Botanical Extracts, Herbal Infusions, Plant-based Adaptogens, Fruit & Vegetable Derivatives and Functional Spices), Functionality, Product Format, Distribution Channel, Consumer Demographics and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Botanical & Anti-inflammatory Beverages Market is accounted for \$8.8 billion in 2026 and is expected to reach \$16.1 billion by 2034 growing at a CAGR of 7.8% during the forecast period. Botanical and anti-inflammatory beverages represent a growing segment of functional drinks that utilize natural plant-derived components to promote wellness-focused consumption. These products contain botanical extracts, medicinal herbs, spices, and other plant ingredients valued for their traditional health applications and antioxidant characteristics. The beverages are developed to appeal to consumers seeking healthier alternatives with natural formulations and added functional benefits. This category covers herbal beverages, wellness drinks, botanical teas, and other plant-based formulations targeting holistic health needs. Increasing preference for clean ingredients, preventive lifestyles, and nutrition-oriented products is driving continuous development and diversification of botanical and anti-inflammatory beverage offerings worldwide.

According to the World Health Organization (WHO), traditional medicine, including herbal medicines and plant-based remedies, is used in 170 countries worldwide, highlighting the widespread acceptance of botanical ingredients in health and wellness practices.

## Market Dynamics:

### Driver:

#### Rising consumer demand for natural and functional beverages

Growing interest in healthier and naturally formulated drinks is significantly supporting the expansion of the Botanical & Anti-inflammatory Beverages Market. Modern consumers increasingly prefer functional beverages that combine refreshment with wellness-oriented advantages, including plant-based nutrition and antioxidant properties. Ingredients derived from botanicals, herbs, and natural extracts are attracting attention because of their perceived health benefits and traditional usage. The movement toward clean-label, minimally processed, and sustainable beverage choices is motivating companies to develop new botanical drink solutions.

### Restraint:

#### High cost of botanical ingredients and product formulation

The elevated expenses involved in obtaining and developing botanical-based ingredients create challenges for the growth of the Botanical & Anti-inflammatory Beverages Market. Natural extracts, herbs, and plant-derived compounds frequently require advanced sourcing, processing, and testing procedures, resulting in increased manufacturing costs. Higher production expenses may lead to premium product prices, reducing adoption among budget-conscious customers. Beverage companies must also allocate resources toward formulation improvements, shelf-life enhancement, and quality assurance. Managing the relationship between maintaining ingredient authenticity and controlling costs remains a significant challenge.

### Opportunity:

#### Expansion of clean-label and plant-based beverage innovations

Increasing demand for naturally formulated and clean-label beverages is creating new growth opportunities within the Botanical & Anti-inflammatory Beverages Market. Consumers are becoming more interested in products featuring simple ingredient lists, plant-derived components, and wellness-oriented properties. This shift allows beverage manufacturers to invest in innovative products incorporating botanical extracts, herbs, spices, and other natural ingredients. As preferences move toward sustainable,

transparent, and minimally processed products, companies can expand their offerings and develop unique botanical beverage solutions to improve competitiveness in the global market.

#### Threat:

Intense competition from alternative functional beverage categories

Rivalry from various functional beverage segments creates challenges for the expansion of the Botanical & Anti-inflammatory Beverages Market. The availability of numerous wellness beverages, such as probiotic drinks, fortified beverages, and performance-oriented products, provides consumers with multiple choices beyond botanical formulations. These competing categories attract customers through diverse health benefits, advanced formulations, and strong marketing strategies. To remain competitive, botanical beverage producers need to focus on innovation, brand development, and unique value propositions. The increasing number of alternatives in the functional drink industry can intensify competition, influence pricing strategies, and make it more difficult for companies to achieve sustained market growth.

#### Covid-19 Impact:

The COVID-19 outbreak accelerated interest in the Botanical & Anti-inflammatory Beverages Market as consumers prioritized health maintenance, immunity support, and natural wellness solutions. The pandemic encouraged greater acceptance of beverages formulated with herbs, botanical extracts, and plant-based ingredients perceived to provide functional advantages. Many consumers shifted toward healthier drink options, supporting demand for wellness beverages and natural formulations. Following the pandemic period, continued awareness of preventive healthcare and nutrition-focused lifestyles supported the expansion of botanical and anti-inflammatory beverage products across global markets.

The herbal infusions segment is expected to be the largest during the forecast period

The herbal infusions segment is expected to account for the largest market share during the forecast period because of their long-standing popularity, familiarity among consumers, and integration into wellness-focused consumption habits. These beverages are prepared using various herbs and botanical ingredients valued for their traditional associations with health and relaxation. Herbal infusions provide manufacturers with opportunities to create diverse product offerings, including botanical

teas and specialized wellness beverages. Growing preference for plant-based solutions, natural formulations, and preventive health practices is supporting the continued importance and expansion of herbal infusion-based products in the market.

The millennials & gen Z (18-25 years) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the millennials & gen Z (18-25 years) segment is predicted to witness the highest growth rate, driven by strong interest in healthy living, functional beverages, and natural ingredients. Younger consumers are increasingly adopting products that complement active lifestyles and support personal wellness routines. Their preference for clean formulations, plant-based solutions, and innovative beverage experiences encourages brands to develop specialized offerings suited to their expectations. Digital engagement, health awareness, and changing dietary preferences are influencing purchasing decisions within this group.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high consumer interest in wellness-focused products, natural ingredients, and functional drink solutions. The region has a strong foundation for botanical beverages due to widespread acceptance of herbal products, clean-label trends, and health-conscious consumption patterns. Increasing awareness of preventive care and demand for beverages offering additional wellness benefits are encouraging market expansion. A strong presence of beverage innovators, developed distribution channels, and growing personalized nutrition trends further support regional growth.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rising consumer focus on wellness, natural nutrition, and functional beverage choices. Increasing disposable incomes, urban lifestyles, and greater awareness of preventive health are encouraging consumers to explore botanical-based drink options. The region's long-standing use of herbs, spices, and plant-derived ingredients provides a strong foundation for developing diverse wellness beverages. Beverage manufacturers are focusing on Asia-Pacific opportunities by introducing innovative botanical and anti-inflammatory formulations suited to evolving consumer preferences across the region.

## Key players in the market

Some of the key players in Botanical & Anti-inflammatory Beverages Market include PepsiCo, Nestl  SA, Unilever, Danone SA, Oregon's Wild Harvest, Bigelow Tea Company, Gaia Herbs, Pukka Herbs, Organic India, Dabur India, Tazo Tea Company, Rishi Tea & Botanicals, Suja Life, Health-Ade, Sonnentor, Yogi Tea, The Republic of Tea and Ahmad Tea.

## Key Developments:

In June 2026, Nestl  is partnering with US-based biotechnology company Helaina to advance early-life nutrition. The multiyear partnership aims to understand new bioactive proteins and their role in early-life development. The Swiss company says the work will contribute to its ongoing efforts to translate scientific insights into nutrition solutions for specific health benefits.

In September 2025, PepsiCo and Unilever announce the launch of Supporting Trusted Engagement and Partnership (STEP) up for Agriculture (STEP up for Ag), a pre-competitive initiative designed to strengthen the capacity and sustainability of farmer-facing support organizations across North America. Regenerative agriculture can be a powerful tool to promote healthier soil, as well as to reduce agricultural emissions, enhance biodiversity and watershed health, and help raise the standard of living for farmers and farming communities.

## Ingredient Types Covered:

Botanical Extracts

Herbal Infusions

Plant-based Adaptogens

Fruit & Vegetable Derivatives

Functional Spices

## Functionalities Covered:

Anti-inflammatory Support

Stress & Anxiety Relief

Digestive Health

Immunity Boosting

Energy & Vitality Enhancement

#### Product Formats Covered:

Ready-to-Drink (RTD) Beverages

Concentrates & Syrups

Powders & Sachets

Teas & Infusions

Shots

#### Distribution Channels Covered:

Supermarkets & Hypermarkets

Convenience Stores

Specialty Health Stores

Online Retail & E-commerce

Cafés & Wellness Bars

#### Consumer Demographics Covered:

Adults (25-45 years)

Seniors (45+ years)

Millennials & Gen Z (18-25 years)

## Regions Covered:

### North America

United States

Canada

Mexico

### Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

## Rest of the World (RoW)

### Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

### Africa

South Africa

Egypt

Morocco

Rest of Africa

## What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market

estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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