

# **Botanical Beverages & Infused Drinks Market Forecasts to 2032 – Global Analysis By Product Category (Herbal Teas, Flavored Water, Botanical Soft Drinks, Functional Juices, and Botanical Syrups & Mixers), Type, Source, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Botanical Beverages & Infused Drinks Market is accounted for \$5.0 billion in 2025 and is expected to reach \$8.5 billion by 2032 growing at a CAGR of 7.8% during the forecast period. Botanical Beverages & Infused Drinks are functional beverages formulated using plant-based ingredients such as herbs, fruits, flowers, and botanical extracts. They are designed to offer natural flavor, aroma, and potential wellness benefits without synthetic additives. These beverages include herbal teas, floral infusions, fruit elixirs, and adaptogenic drinks. Often consumed for refreshment and holistic wellness, they bridge the gap between traditional herbal formulations and modern beverage innovation, catering to natural and clean-label preferences.

According to Euromonitor, growing consumer preference for functional, clean-label beverages has boosted demand for botanical and infused drinks, including herbal teas and flavored spirits, with wellness-focused consumption increasing rapidly.

### **Market Dynamics:**

Driver:

Demand for functional ingredients

The growing demand for functional ingredients is a key driver propelling the Botanical Beverages & Infused Drinks Market. Consumers are increasingly seeking beverages that combine hydration with added health benefits such as improved digestion, immunity, and relaxation. Botanicals like chamomile, hibiscus, and turmeric are being integrated into drinks for their therapeutic value. Additionally, lifestyle shifts toward natural, clean-label formulations have elevated botanical infusions from niche to mainstream appeal, fueling continuous product innovation across both alcoholic and non-alcoholic beverage categories.

#### Restraint:

##### High cost of quality botanicals

The high cost of quality botanicals remains a major restraint in the botanical beverages industry. Sourcing premium plant extracts, herbs, and essential oils requires rigorous quality control and sustainable farming practices, which significantly raise production costs. Seasonal availability and regional limitations further disrupt consistent supply. Moreover, complex extraction processes to retain potency and flavor add to operational expenses. These factors make premium botanical drinks costlier, often limiting consumer reach in price-sensitive markets and impacting large-scale commercialization.

#### Opportunity:

##### Expand into wellness beverage subscriptions

Expanding into wellness beverage subscriptions offers a promising opportunity for market players. Subscription-based models enable brands to provide curated botanical drink assortments tailored to consumer preferences such as detox, relaxation, or immunity support. This direct-to-consumer approach enhances brand loyalty and ensures consistent revenue streams. Additionally, integrating data-driven personalization and e-commerce channels allows companies to target health-conscious urban consumers effectively. The subscription model also facilitates consumer education and continuous engagement, boosting market penetration and brand differentiation.

#### Threat:

##### Strict regulatory claims compliance

Strict regulatory claims compliance poses a persistent threat to the botanical beverages market. Health and wellness claims related to botanical ingredients often require scientific validation and regulatory approval. Misleading or unverified claims can lead to product recalls, reputational damage, or legal penalties. Furthermore, differing regulations across regions complicate global product launches. Companies must invest in research-backed labeling and transparent marketing practices to maintain consumer trust while ensuring compliance with evolving food and beverage safety standards.

### **Covid-19 Impact:**

The COVID-19 pandemic significantly accelerated the demand for botanical and infused beverages due to heightened health awareness. Consumers increasingly turned to natural drinks rich in antioxidants and immunity-boosting ingredients. However, disruptions in supply chains and raw material sourcing affected production consistency. Post-pandemic, the market witnessed a surge in functional beverage launches emphasizing wellness and relaxation benefits. The shift toward online retail and home consumption further expanded market reach, solidifying botanical beverages as a long-term wellness trend.

The alcoholic segment is expected to be the largest during the forecast period

The alcoholic segment is expected to account for the largest market share during the forecast period, resulting from the rising adoption of botanical infusions in spirits such as gin, vodka, and liqueurs. Consumers increasingly prefer naturally flavored, low-calorie alcoholic options over traditional formulations. Premiumization trends and the popularity of craft distilleries are also driving the use of botanicals for unique sensory profiles. Additionally, the blend of herbal complexity and artisanal branding enhances appeal among health-conscious drinkers.

The herbal teas segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the herbal teas segment is predicted to witness the highest growth rate, propelled by increasing consumer preference for caffeine-free and health-enriching beverages. Herbal teas infused with botanicals such as lemongrass, chamomile, and peppermint are gaining popularity for their relaxation and detoxifying properties. The convenience of ready-to-drink formats and eco-friendly packaging further fuels adoption. Rising wellness awareness and the expansion of premium herbal

tea brands are expected to sustain segmental growth globally.

### **Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market share, attributed to deep-rooted herbal traditions, diverse botanical resources, and strong consumer inclination toward natural remedies. Countries like China, India, and Japan have long-established herbal drink cultures driving widespread acceptance. Additionally, the growing middle-class population and expansion of regional beverage startups are boosting innovation. Local sourcing advantages and favorable government support for herbal exports further strengthen Asia Pacific's leadership position.

### **Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with surging demand for functional, plant-based, and clean-label beverages. Consumers are increasingly adopting botanical drinks as part of preventive wellness routines. Expanding retail availability and premium brand positioning are encouraging trial and repeat purchases. Furthermore, innovative product launches featuring adaptogens and nootropic blends resonate with health-conscious millennials. Strategic collaborations between beverage manufacturers and herbal extract suppliers are fueling rapid market expansion.

### **Key players in the market**

Some of the key players in Botanical Beverages & Infused Drinks Market include The Coca-Cola Company, PepsiCo, Inc., Nestlé S.A., Keurig Dr Pepper Inc., Starbucks Corporation, Danone S.A., Kirin Holdings Company, Limited, Suntory Holdings Limited, Monster Beverage Corporation, Ito En, Ltd., Tata Consumer Products Limited, Britvic plc, Hain Celestial Group, Inc., National Beverage Corp., Dr Pepper Snapple Group (Keurig Dr Pepper), Red Bull GmbH, Unilever PLC and Carlsberg A/S.

### **Key Developments:**

In August 2025, PepsiCo, Inc. launched its new "SodaPress Botanics" line of lightly sparkling waters. The drinks are infused with adaptogenic blends like ashwagandha and reishi, targeting the functional beverage segment with stress-relief and focus-enhancing claims.

In July 2025, Starbucks Corporation introduced its "Teavana Crafted Medley" collection, a line of ready-to-drink iced teas. The beverages are steeped with real herbs, floral essences, and fruit extracts, designed for the premium retail channel as a sophisticated, non-alcoholic alternative.

In June 2025, The Coca-Cola Company announced the launch of its "Smartwater Botanicals+ Immunity" variant in the European market. This vapor-distilled water is infused with zinc, vitamin C, and a blend of elderflower and acerola cherry extracts, supporting the brand's expansion into functional, wellness-oriented hydration.

#### Product Categories Covered:

Herbal Teas

Flavored Water

Botanical Soft Drinks

Functional Juices

Botanical Syrups & Mixers

#### Types Covered:

Alcoholic

Non-Alcoholic

#### Sources Covered:

Fruits

Roots

Herbs

Flowers

Seeds

Leaves

**Distribution Channels Covered:**

Supermarkets/Hypermarkets

Specialty Stores

Online Retail

Health Stores

**Applications Covered:**

Health & Wellness

General Refreshment

Medical/Fortified Use

**End Users Covered:**

Adults

Children

Elderly

**Regions Covered:**

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2024, 2025, 2026, 2028, and 2032
- 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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