

# **Kombucha Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Component (Flavoring Smell, Flavoring Tastes & Flavoring Colors), By Type (Chocolate, Vanilla, Fruits and Nuts & Others), By Origin (Natural Flavors Vs Synthetic Flavours) By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Kombucha Market is projected to expand from USD 4.77 Billion in 2025 to USD 12.69 Billion by 2031, achieving a CAGR of 17.71%. Defined as a fermented tea beverage created by sweetening black or green tea and introducing a symbiotic culture of bacteria and yeast, kombucha is experiencing robust growth. This expansion is primarily driven by consumer preference for functional beverages that provide digestive health benefits and offer a lower-sugar alternative to traditional soft drinks, a trend further supported by the global shift toward preventive healthcare and the rising popularity of probiotic-rich diets.

However, the market faces a significant hurdle regarding the complex regulatory environment surrounding alcohol content labeling, as the natural fermentation process can cause alcohol levels to fluctuate and potentially exceed limits for non-alcoholic drinks. This unpredictability creates compliance risks and distribution challenges for manufacturers dealing with varying jurisdictional standards. Despite these operational difficulties, the sector maintains a strong economic presence; according to the Organic Trade Association, the U.S. organic beverage sector, which includes kombucha, recorded sales of USD 9.4 billion in 2024.

## **Market Driver**

The Global Kombucha Market is being propelled by increasing consumer demand for probiotic and functional beverages, rooted in a growing awareness of microbiome wellness. As shoppers prioritize preventive healthcare, they are actively choosing fermented drinks with tangible digestive benefits over traditional sugary sodas, prompting major retailers to stock more functional beverages to meet the interest in gut health and immune support. Data from Tesco PLC in February 2024 indicates a 65% increase in customer demand for kombucha over the previous two years, confirming that gut health has transitioned from a niche interest to a primary driver of mainstream purchasing behavior.

Concurrently, the growth of the non-alcoholic and functional alcohol alternative sector is expanding the market's reach, with kombucha emerging as a sophisticated substitute for beer and wine due to its complex flavor profile. This trend supports year-round growth as consumers seek healthier social lubricants without the negative effects of alcohol. According to Waitrose & Partners, sales of low and no-alcohol options rose by nearly 20% in December 2024 as shoppers adopted alternating drinking habits, while Beverage Industry reported in July 2024 that Health-Ade Kombucha reached nearly USD 250 million in annual retail sales, demonstrating the sector's significant economic scale.

### **Market Challenge**

A major barrier to the Global Kombucha Market is the strict regulatory landscape regarding alcohol content labeling. Since kombucha is a living, fermented product, secondary fermentation can occur after bottling, potentially pushing alcohol levels beyond the 0.5% legal threshold for non-alcoholic beverages. To manage this unpredictability, manufacturers are forced to implement costly supply chain controls, such as rigid cold-chain maintenance, or utilize processing techniques that may degrade the probiotic quality consumers expect, creating liability risks that discourage retailers from stocking authentic products in mass-market locations.

Consequently, this regulatory uncertainty limits the category's ability to transition from niche health stores to broader conventional distribution channels, as fears of non-compliance and potential taxation as an alcoholic beverage stifle investment in scaling production. Data from Kombucha Brewers International in 2024 shows that while the category maintained a 30% growth rate in the natural channel, it remains heavily reliant on specialized retailers and faces structural difficulties in penetrating the wider, volume-driven conventional market due to these rigorous compliance standards.

## Market Trends

The rise of Hard and Alcoholic Kombucha Variants marks a transformative market shift, bridging the gap between functional wellness beverages and the conventional alcohol industry. As consumers increasingly seek "better-for-you" alcohol options, brands are developing higher-ABV formulations that retain a health halo while competing directly with craft beers and seltzers. This segment is rapidly consolidating to optimize distribution, a trend highlighted by Brewbound in March 2024 when JuneShine acquired Flying Embers, bringing approximately 63% of U.S. hard kombucha sales under a single corporate portfolio to enhance commercial scalability.

Simultaneously, the diversification into Exotic and Botanical Flavor Profiles is serving as a critical strategy for consumer retention and brand differentiation. Manufacturers are moving beyond standard fruit pairings to introduce complex, culinary-inspired, and nostalgic flavors designed to drive impulse purchases and sustain engagement outside of peak seasons. This innovation strategy is generating significant revenue; according to FoodBev Media in May 2024, Health-Ade Kombucha's introduction of a Mango Lemonade variant was highly effective, doubling the brand's seasonal sales compared to the previous year and validating the use of novel taste experiences to expand the consumer base.

## Key Market Players

GT's Living Foods

Health-Ade LLC

Brew Dr. Kombucha

Humm Kombucha LLC

KeVita Inc.

Remedy Drinks

Kombucha Wonder Drink

Reed's Inc.

Flying Embers

Equinox Kombucha

## Report Scope

In this report, the Global Kombucha Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Kombucha Market, By Component

Flavoring Smell

Flavoring Tastes & Flavoring Colors

Kombucha Market, By Type

Chocolate

Vanilla

Fruits and Nuts & Others

Kombucha Market, By Origin

Natural Flavors Vs Synthetic Flavours

Kombucha Market, By Region

North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Kombucha Market.

## **Available Customizations:**

Global Kombucha Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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