

Kombucha Tea Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Nature (Organic and Conventional), By Product Type (Black Tea, Green Tea, Others (White Tea, Oolong Tea)), By Flavor Type (Unflavored and Flavored), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online, Others (Direct Sales, Distributor & Dealer Sales etc.)), By Region, Competition

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Abstracts

The global kombucha tea market is expected to grow at an exponential growth rate during the forecast period.

The kombucha tea market is being driven by an increase in the number of health-conscious consumers, a surge in product innovation, and the expansion of the foodservice industry globally. On the other hand, the existence of fake goods and the potential threat of substitutes limit market expansion. The growing popularity of organic products and the rapid expansion of online retail platforms offer market participants lucrative opportunities.

Kombucha is a fermented, sweetened tea that is frequently brewed from black or green tea. In order to make kombucha, a SCOBY (a pancake-shaped symbiotic culture of bacteria and yeast) is added to a sweetened tea mixture, supposed to be able to ferment at room temperature for one to three weeks, and then bottled for one to two

weeks to capture CO₂ that has been released and promote carbonation. The fermentation and carbonation processes are then slowed down by placing the bottled kombucha in a refrigerator.

The market is also increasing due to increasing consumption of tea across the globe. Tea is known to have beneficial components that lower inflammation. There are a number of health advantages to drinking green tea, according to earlier research from China and Japan. Black tea, according to scientists, may offer comparable advantages.

The study was conducted by researchers from the National Cancer Institute of the United States. They looked at data gathered over a period of up to 14 years about the tea consumption habits of nearly 500,000 adults in Britain. In Britain, black tea is the more popular variety.

Increasing Demand from Young Consumers is Fueling the Market

Due to the numerous different types of tea available in the market today, young consumers are becoming more and more interested in kombucha tea. Younger people favor Kombucha tea over traditionally brewed tea. The demand for Kombucha Tea beverages has increased partly due to increased demand from generation Z. Some advantages of Kombucha tea consumption include lowering stress levels, boosting antioxidant production, and keeping hydrated. The global market for kombucha tea will grow due to consumer adoption over the forecasted period, particularly among younger generations. Additionally, the market is anticipated to grow due to young consumers and wellness enthusiasts who are increasingly picky about the foods.. Thus, the demand for drinking Kombucha Tea among the young generation is the main factor driving the market revenue growth globally during the forecast period.

Marketing Campaigns Will Boost the Market

To cater to the growing market, companies are promoting kombucha on social media with the help of content creators. For instance, During Dry January 2023, Health-Ade Kombucha Encourages a 'Different Kind of Feel Good', Who says Dry January has to be dull or constrictive? Health-Ade wonders in their latest advertisement. A group of creators from TikTok and Instagram have been enlisted by the new campaign to teach their communities how to swap booze for booch during Dry January and beyond. These creators, speak to a variety of lifestyles and show how switching to kombucha instead of the typical buzz can make you feel good from the inside out, the creators include Stephanie Grasso, Tarek Ali, Remi Cruz, Sarah Plantz, Coco Cuenco, Hana Elson,

Mona Swain, Hope Woodward, Ewa & Jeremy Ko, and Manon Mathews. Health-Dry Ade's January campaign will also heavily utilize social media and include paid media, email, website, retail, and on-premises promotions. It culminated with a mocktail celebration at Listen Bar in New York City at the end of the month.

Popularity of Craft Beer Among Young Population Will Boost the Market

The aluminum can format has been elevated into the premium category due to the craft beer trend, which began with beer but has since expanded to include non-alcoholic beverages. Now Kombucha products can benefit from this. The Brewers Association estimates that the market share of craft beer has increased by 13.6% in 2021. Owing to this, four flavors of Greenbelt Craft Kombucha were introduced by Greenbelt Craft Beverages in new flavors Peach Blossom White Tea, Strawberry Fields Roibos Tea, Blood Orange Yerba Mate, and Hibiscus Berry Black Tea. The growing popularity of beer and new flavors in kombucha tea is driving the market as the young population wants to try new and innovative products.

Market Segmentation

The global kombucha tea market is segmented based on nature, product type, and distribution channel. The market is divided into organic and conventional based on nature. Based on product type, the market is further segmented into green tea, black tea, and others. In terms of flavor type, the market is segmented into unflavored and flavored. Regarding on distribution channels, the market is fragmented into supermarkets/hypermarkets, convenience stores, departmental stores, Online, and others (direct sales, distributor & dealer sales, etc.). On the basis of region, the market is divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

Asheville Kombucha Mamas, LLC, The Coca-Cola Company, GT's Living Foods LLC, Humm Kombucha, LLC, Live Soda, LLC, Marin Kombucha LLC, Remedy Drinks Pty Ltd, K95 Foods Private Limited, PepsiCo, INC., and Townshend Group are among the major market players in the global platform that lead the market growth of the global kombucha tea market.

Report Scope:

In this report, the global kombucha tea market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Kombucha Tea Market, By Nature:

Organic

Conventional

Global Kombucha Tea Market, By Product Type:

Black Tea

Green Tea

Others

Global Kombucha Tea Market, By Flavor Type:

Unflavored

Flavored

Global Kombucha Tea Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online

Others

Global Kombucha Tea Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global kombucha tea market.

Available Customizations:

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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