

# **Organic Beverages Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Fruit Beverages, Coffee & Tea, Beer & Wine, Non-Dairy Beverages), By Packaging Type (Bottles, Cans), By End User (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

Global Organic Beverages market was valued at USD 47.65 billion in 2024 and is expected to grow to USD 97.34 billion by 2030 with a CAGR of 14.76% during the forecast period. The Organic Beverages market is influenced by several factors, including rising consumer awareness of health and wellness, leading to a preference for chemical-free, natural products. The growing demand for organic food and beverages, fueled by concerns over the negative effects of pesticides and artificial additives, has spurred the market. Also, sustainability trends are playing a key role, with consumers increasingly seeking eco-friendly products and environmentally conscious brands. The rise of plant-based diets and the popularity of functional beverages, such as organic teas, juices, and energy drinks, further contribute to the expanding market for organic beverages globally.

### **Key Market Drivers**

#### **Growing Consumption of Beer**

The growing consumption of beer is a significant driver of the global organic beverages

market, particularly as more consumers turn to organic and sustainable options. As a part of this, according to a recent study, as of December 2023, global beer consumption in 2022 was roughly 192.1 million kiloliters (up 2.9% from the previous year), a 1.0% rise over 2019, indicating a recovery trend from the COVID-19 pandemic. Beer, traditionally one of the most consumed alcoholic beverages worldwide, is experiencing a shift towards organic varieties as consumers become more health-conscious and environmentally aware. Organic beer, which is made from certified organic ingredients such as hops, barley, and other grains, offers an alternative to conventional beer that appeals to those seeking products free from pesticides, artificial additives, and chemicals. This trend is particularly prominent among millennials and health-focused consumers who prioritize transparency and sustainability in their purchasing decisions. The rise of craft beer culture, which often emphasizes unique, high-quality ingredients, has also contributed to the growth of organic beer options. Many breweries are capitalizing on this demand by offering organic beers that cater to both the environmental and health preferences of consumers. In addition, as organic beverages gain traction across various categories, the beer industry is adapting to this shift, with several large beer brands expanding their organic product offerings. This growing consumption of organic beer aligns with the broader trend of natural and organic beverages, contributing significantly to the overall growth of the global organic beverages market.

### Product Upgradation by Major Players

Product upgradation by major players is a crucial driver of the global organic beverages market. As a part of this, as of April 2022, Lavazza, a family-owned Italian coffee firm, launched organic ready-to-drink cans of refreshing cold brew coffee in four flavour profiles. The new cans, which combine the convenience of ready-to-drink products with the quality that Lavazza is known for around the world, will increase access to Lavazza coffee offerings in the United States. As competition intensifies, leading brands are continuously innovating and upgrading their product offerings to cater to the growing demand for organic and health-conscious beverages. Companies are focusing on improving the quality of ingredients, flavor profiles, and packaging while ensuring that their products meet organic certification standards. One key area of product upgradation is the development of new, innovative organic beverages that appeal to a wider consumer base. For example, there is a rise in plant-based drinks such as organic almond milk, coconut water, and plant-based protein shakes, which are gaining popularity due to their health benefits and sustainable production methods. Similarly, organic fruit juices, teas, and energy drinks are being fortified with additional nutrients like vitamins, antioxidants, and probiotics, enhancing their appeal to health-conscious

consumers. Also, many major players are investing in environmentally friendly packaging solutions, such as biodegradable or recyclable materials, to align with sustainability goals. These upgradation efforts not only meet changing consumer preferences but also reflect a commitment to environmental responsibility, which is increasingly important in the organic food and beverage industry. As companies continue to upgrade their offerings, they are better positioned to capture a larger share of the rapidly expanding global organic beverages market.

## Rising Demand for Functional Beverages

The rising demand for functional beverages is a key driver of the global organic beverages market, as consumers increasingly seek drinks that offer health benefits beyond basic hydration. Functional beverages are designed to support various health needs, such as boosting immunity, improving digestion, enhancing energy levels, and promoting overall wellness. Organic options in this category, such as organic teas, juices, energy drinks, and flavored waters, are gaining popularity due to their natural, chemical-free ingredients. Consumers are becoming more health-conscious, prioritizing beverages that provide added nutritional value, such as drinks fortified with vitamins, probiotics, antioxidants, and adaptogens. Organic functional beverages appeal to this growing segment because they offer the same health benefits as their conventional counterparts, without the use of synthetic additives, preservatives, or artificial sweeteners. This demand is further fuelled by the increasing awareness of the importance of gut health, immune system support, and mental wellness, which has led to a surge in demand for beverages with specific functional ingredients like prebiotics, probiotics, and herbal extracts. As consumers seek healthier, more natural alternatives to sugary sodas and caffeinated drinks, organic functional beverages are gaining a foothold in the market. This trend is expected to continue as brands innovate and introduce new functional organic options to cater to the evolving preferences of health-conscious consumers.

## Key Market Challenges

### Regulatory Complexities

Regulatory complexities pose a significant challenge to the global organic beverages market. As organic beverages gain popularity, manufacturers must comply with a wide range of regulations governing organic certification, labeling, and production standards, which can vary greatly across different regions and countries. In many markets, obtaining organic certification involves stringent requirements, including using certified

organic ingredients, adhering to specific farming practices, and maintaining transparent production processes. These requirements can be time-consuming, costly, and complex, particularly for small and medium-sized companies that may not have the resources to navigate the regulatory landscape. In addition to certification challenges, there are also varying labeling regulations across regions, which can create confusion for both manufacturers and consumers. For example, while some countries may require extensive information about the sourcing and production methods of organic products, others may have more relaxed labeling requirements. This can make it difficult for companies to ensure their products meet all the necessary standards and regulations in multiple markets, especially when they are selling internationally. Also, regulatory changes or the introduction of new standards can disrupt supply chains and increase costs for producers. Compliance with organic standards and certifications often requires significant investments in quality control, traceability, and auditing processes, which can impact profitability. Overall, navigating the regulatory complexities is a key challenge for businesses in the organic beverages market, requiring careful attention to legal requirements in each market.

### Supply Chain Issues

Supply chain issues present a significant challenge in the global organic beverages market, impacting production, distribution, and pricing. Organic beverage producers rely on high-quality, sustainably sourced ingredients, often from a limited pool of organic farms. This reliance on specific agricultural practices can lead to supply shortages or delays due to environmental factors, such as extreme weather conditions, crop failures, or seasonal fluctuations. Also, organic certification processes and strict quality controls can further complicate sourcing and supply chain management. Transportation and logistics issues also affect the organic beverages market. With the increasing demand for organic products, manufacturers must manage the complexities of transporting raw materials, often over long distances, while ensuring product freshness and compliance with organic standards. Rising fuel costs, trade restrictions, and disruptions caused by global events like pandemics or geopolitical tensions can lead to higher transportation costs and delays. Also, the need for specialized packaging, such as sustainable and eco-friendly options, adds another layer of complexity and cost to the supply chain. These factors can lead to higher prices for consumers and challenges in maintaining consistent product availability in the market. As the demand for organic beverages continues to rise, companies must adapt their supply chain strategies to mitigate these challenges, ensure timely delivery, and maintain competitive pricing.

### Key Market Trends

## Increased Demand for Innovative & Sustainable Packaging

The increased demand for innovative and sustainable packaging is a prominent trend in the global organic beverages market, driven by both consumer preference and environmental concerns. As a part of this, as of December 2024, Ardagh Glass Packaging-North America (AGP-North America), an operational subsidiary of Ardagh Group, entered a partnership with Chameleon Organic Coffee (Chameleon Coffee) to supply the company with custom-designed glass bottles created in the United States. Chameleon Coffee has recently switched from imported glass bottles to American-made glass bottles from AGP-North America for their 10oz Ready-to-Drink Cold-Brew Coffees and 32oz Cold-Brew Coffee Concentrates. The collaboration strengthens the cold-brew brand's dedication to sourcing local ingredients and adopting environmental practices into its operations, which now include glass packaging. As sustainability becomes a core value for consumers, brands in the organic beverages sector are increasingly adopting eco-friendly packaging solutions to align with growing environmental awareness. Consumers are becoming more conscious of the environmental impact of packaging materials, particularly single-use plastics, and are seeking out brands that offer recyclable, biodegradable, or reusable alternatives. Innovative packaging solutions, such as plant-based bottles, glass, aluminum cans, and cartons made from renewable resources, are gaining popularity in the organic beverages sector. These materials not only reduce the environmental footprint but also maintain the integrity of the organic products, which is essential for maintaining consumer trust in organic certifications. Also, brands are exploring packaging technologies that extend shelf life without the need for preservatives or artificial chemicals, aligning with the clean label trend in organic products. Sustainable packaging is also seen as a differentiator in the competitive organic beverages market, as it reflects a brand's commitment to both product quality and environmental responsibility. Companies that invest in environmentally friendly packaging are better positioned to appeal to the growing base of eco-conscious consumers, driving brand loyalty and market share. This trend is expected to continue as both consumer demand and regulatory pressure for sustainable practices in packaging increase.

## Innovation in Flavors and Ingredients

Innovation in flavors and ingredients is a key trend shaping the global organic beverages market, as consumers seek unique, diverse, and health-conscious options. With growing interest in organic products, beverage manufacturers are experimenting with new flavor profiles and functional ingredients to cater to evolving consumer tastes



and wellness preferences. This trend is especially evident in categories such as organic juices, smoothies, teas, energy drinks, and plant-based beverages. Brands are increasingly blending exotic fruits, herbs, and spices to create innovative flavors that offer both taste and health benefits. For instance, kombucha, an organic fermented tea, has gained popularity due to its potential digestive benefits, and companies are introducing new flavors, such as turmeric, ginger, and hibiscus, to appeal to health-conscious consumers. Similarly, the use of superfoods like chia seeds, spirulina, and acai berries is becoming more common in organic beverages, as these ingredients offer added nutritional benefits, including antioxidants, fiber, and vitamins. Plant-based beverages, such as almond milk, oat milk, and coconut water, are also being infused with unique flavors and functional ingredients like adaptogens, probiotics, and vitamins. This innovation caters to the growing demand for plant-based, dairy-free alternatives, while also appealing to consumers interested in functional, nutrient-packed beverages. As consumer demand for novel and healthy beverage options increases, innovation in flavors and ingredients will continue to be a driving force in the global organic beverages market, offering brands opportunities to differentiate themselves in a competitive landscape.

### Rising Consumer Focus on Clean-Labeling Beverages

Rising consumer focus on clean-label beverages is a significant trend in the global organic beverages market, reflecting growing concerns about transparency, health, and ingredient integrity. Clean labeling refers to products with minimal, recognizable ingredients and no artificial additives, preservatives, or synthetic chemicals. As consumers become more health-conscious, they are increasingly seeking beverages that offer transparency in sourcing, production, and ingredient lists. This trend is particularly prominent in the organic beverages sector, where consumers expect products that align with their values of natural, wholesome, and unprocessed ingredients. The clean-label trend in organic beverages includes ingredients that are organic, non-GMO, and free from harmful chemicals. Consumers are also gravitating toward products that highlight the absence of artificial sweeteners, flavors, and colorings. Brands are responding by reformulating their products to meet these demands and emphasizing simplicity and purity in their labeling. Also, clean labeling also aligns with the growing trend of sustainability, as many consumers are looking for beverages that are not only free from artificial ingredients but also produced using environmentally responsible practices. This trend is pushing companies to innovate in ingredient sourcing and production methods, further driving the organic and natural beverage market. As a result, clean-label organic beverages are gaining traction, with brands gaining consumer trust by delivering products that emphasize transparency,

quality, and authenticity.

## Segmental Insights

### Sales Channel Insights

Supermarkets/Hypermarket dominated the global Organic Beverages market due to their extensive reach, convenience, and ability to offer a wide range of organic products. These retail channels provide easy access to organic beverages, making them the go-to option for consumers who prefer shopping in large, one-stop stores. With organic beverages becoming more mainstream, supermarkets and hypermarkets are expanding their organic product offerings to meet the growing demand for healthy, natural drinks. Also, these retailers often benefit from strategic pricing, promotional campaigns, and in-store visibility, making organic beverages more accessible to a broader consumer base. As consumer preference for organic products continues to rise, supermarkets and hypermarkets remain key players in driving the growth of the organic beverages market globally.

### Regional Insights

North America dominated the global Organic Beverages market, driven by a strong consumer preference for health-conscious, sustainable products. The U.S. and Canada have seen significant growth in organic beverage consumption, fuelled by rising awareness about the health benefits of organic ingredients. With increasing demand for clean-label, plant-based, and functional beverages, North American consumers are prioritizing beverages made from natural, non-GMO ingredients. Retailers, including supermarkets and health food stores, are expanding their organic beverage offerings to meet this growing demand. Also, the availability of organic certification, supportive government policies, and a thriving wellness culture continue to propel the market forward in this region. As a part of this, as of May 2024, The US Department of Agriculture (USDA) is expanding its support for organic farmers with new programs, collaborations, grant awards, and an additional USD 10 million in funding. The programs will help to build new and better markets for domestic organic products, give hands-on training to growers switching to organic farming, and reduce the cost of getting organic certification.

### Key Market Players

Anheuser Busch Inc.

Nestle S.A.

PepsiCo, Inc.

Mother Parker's Tea & Coffee Inc.,

Boncaf? International Pte. Ltd

Sky Bison Beverages

Belvoir Farm Drinks Ltd

Araku Originals Pvt Ltd

The Devon Coffee Company Ltd

Groundwork Coffee

#### Report Scope:

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

#### Organic Beverages Market, By Type:

Fruit Beverages

Coffee & Tea

Beer & Wine

Non-Dairy Beverages

#### Organic Beverages Market, By Packaging Type:

Bottles



Cans

Organic Beverages Market, By End User:

Residential

Commercial

Organic Beverages Market, By Sales Channel:

Supermarkets/Hypermarket

Convenience Stores

Specialty Stores

Online

Others

Organic Beverages Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

India

Australia

South Korea

Indonesia

Europe

France

United Kingdom

Italy

Germany

Spain

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Organic Beverages Market.

Available Customizations:

Global Organic Beverages 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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