

Fermented Beverages Market Size, Share, and Outlook, 2025 Report- By Type (Alcoholic, Non-Alcoholic), Raw Material (Grains, Fruits, Dairy, Tea, Vegetables, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Store, Online Channel, Others), and Companies, 2021-2032

<https://marketpublishers.com/r/F2D3B4A3CC40EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: F2D3B4A3CC40EN

Abstracts

Fermented Beverages Market Outlook

The global Fermented Beverages market is expected to register a growth rate of 6.2% during the forecast period from \$338.2 Billion in 2024 to \$547.2 Billion in 2032. The Fermented Beverages market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Fermented Beverages segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Alcoholic, Non-Alcoholic), Raw Material (Grains, Fruits, Dairy, Tea, Vegetables, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Store, Online Channel, Others). Over 70 tables and charts showcase findings from our latest survey report on Fermented Beverages markets.

Fermented Beverages Market Insights, 2025

The fermented beverages market is expanding rapidly as consumers seek health-enhancing products rich in probiotics, antioxidants, and unique flavors. This market includes traditional fermented drinks like kombucha, kefir, and kvass, alongside

innovative offerings that blend fermentation with functional ingredients such as adaptogens and vitamins. The growth is propelled by rising awareness of gut health, immunity support, and natural detoxification benefits. Manufacturers are investing in fermentation technology to ensure product consistency, flavor development, and retention of live cultures. Geographic penetration varies, with North America and Europe leading due to established health and wellness trends, while Asia-Pacific sees rising adoption driven by traditional fermentation cultures and modern product innovations. Challenges include regulatory scrutiny over health claims and maintaining microbial safety during distribution. Sustainability trends impact ingredient sourcing and packaging, with a shift toward organic inputs and recyclable containers enhancing consumer appeal. The evolving consumer palate and desire for natural, clean-label beverages continue to stimulate market innovation.

Five Trends that will define global Fermented Beverages market in 2025 and Beyond

A closer look at the multi-million global market for Fermented Beverages identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Fermented Beverages companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Fermented Beverages industry?

The Fermented Beverages sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Fermented Beverages Market Segment Insights

The Fermented Beverages industry presents strong offers across categories. The analytical report offers forecasts of Fermented Beverages industry performance across segments and countries. Key segments in the industry include By Type (Alcoholic, Non-Alcoholic), Raw Material (Grains, Fruits, Dairy, Tea, Vegetables, Others), Distribution

Channel (Supermarkets and Hypermarkets, Convenience Store, Online Channel, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Fermented Beverages market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Fermented Beverages industry ecosystem. It assists decision-makers in evaluating global Fermented Beverages market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Fermented Beverages industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Fermented Beverages Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Fermented Beverages Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Fermented Beverages with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Fermented Beverages market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Fermented Beverages market Insights Executives are most excited about opportunities for the US Fermented Beverages industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Fermented Beverages companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Fermented Beverages market.

Latin American Fermented Beverages market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Fermented Beverages Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Fermented Beverages markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South

Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Fermented Beverages markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Fermented Beverages companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include D?hler GmbH, Sula Vineyards Pvt. Ltd, Puna Noni Naturals LLC, Caldwell Bio Fermentation Canada Inc., KeVita, Inc., Lifeway Foods, Inc., Nestl? S.A., The Kefir Company B.V., Yakult Honsha Co., Ltd., The Coca-Cola Company, Danone S.A.

Fermented Beverages Market Scope

Leading Segments

By Type

Alcoholic

Non-Alcoholic

By Raw Material

Grains

Fruits

Dairy

Tea

Vegetables

Others

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Store

Online Channel

Others

Leading Companies

D?hler GmbH

Sula Vineyards Pvt. Ltd

Puna Noni Naturals LLC

Caldwell Bio Fermentation Canada Inc.

KeVita, Inc.

Lifeway Foods, Inc.

Nestl? S.A.

The Kefir Company B.V.

Yakult Honsha Co., Ltd.

The Coca-Cola Company

Danone S.A.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Fermented Beverages Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Fermented Beverages Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL FERMENTED BEVERAGES MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Fermented Beverages Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. FERMENTED BEVERAGES MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Alcoholic

Non-Alcoholic

By Raw Material

Grains

Fruits

Dairy

Tea

Vegetables

Others

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Store

Online Channel

Others

6. GLOBAL FERMENTED BEVERAGES MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA FERMENTED BEVERAGES MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Fermented Beverages Market Trends and Growth Opportunities
 - 6.2.1 North America Fermented Beverages Market Outlook by Type
 - 6.2.2 North America Fermented Beverages Market Outlook by Application
- 6.3 North America Fermented Beverages Market Outlook by Country
 - 6.3.1 The US Fermented Beverages Market Outlook, 2021- 2032
 - 6.3.2 Canada Fermented Beverages Market Outlook, 2021- 2032
 - 6.3.3 Mexico Fermented Beverages Market Outlook, 2021- 2032

7. EUROPE FERMENTED BEVERAGES MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Fermented Beverages Market Trends and Growth Opportunities
 - 7.2.1 Europe Fermented Beverages Market Outlook by Type
 - 7.2.2 Europe Fermented Beverages Market Outlook by Application
- 7.3 Europe Fermented Beverages Market Outlook by Country
 - 7.3.2 Germany Fermented Beverages Market Outlook, 2021- 2032
 - 7.3.3 France Fermented Beverages Market Outlook, 2021- 2032
 - 7.3.4 The UK Fermented Beverages Market Outlook, 2021- 2032
 - 7.3.5 Spain Fermented Beverages Market Outlook, 2021- 2032
 - 7.3.6 Italy Fermented Beverages Market Outlook, 2021- 2032
 - 7.3.7 Russia Fermented Beverages Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Fermented Beverages Market Outlook, 2021- 2032

8. ASIA PACIFIC FERMENTED BEVERAGES MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Fermented Beverages Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Fermented Beverages Market Outlook by Type
 - 8.2.2 Asia Pacific Fermented Beverages Market Outlook by Application
- 8.3 Asia Pacific Fermented Beverages Market Outlook by Country
 - 8.3.1 China Fermented Beverages Market Outlook, 2021- 2032
 - 8.3.2 India Fermented Beverages Market Outlook, 2021- 2032
 - 8.3.3 Japan Fermented Beverages Market Outlook, 2021- 2032
 - 8.3.4 South Korea Fermented Beverages Market Outlook, 2021- 2032
 - 8.3.5 Australia Fermented Beverages Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Fermented Beverages Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Fermented Beverages Market Outlook, 2021- 2032

9. SOUTH AMERICA FERMENTED BEVERAGES MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Fermented Beverages Market Trends and Growth Opportunities

9.2.1 South America Fermented Beverages Market Outlook by Type

9.2.2 South America Fermented Beverages Market Outlook by Application

9.3 South America Fermented Beverages Market Outlook by Country

9.3.1 Brazil Fermented Beverages Market Outlook, 2021- 2032

9.3.2 Argentina Fermented Beverages Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Fermented Beverages Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA FERMENTED BEVERAGES MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Fermented Beverages Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Fermented Beverages Market Outlook by Type

10.2.2 Middle East and Africa Fermented Beverages Market Outlook by Application

10.3 Middle East and Africa Fermented Beverages Market Outlook by Country

10.3.1 Saudi Arabia Fermented Beverages Market Outlook, 2021- 2032

10.3.2 The UAE Fermented Beverages Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Fermented Beverages Market Outlook, 2021- 2032

10.3.4 South Africa Fermented Beverages Market Outlook, 2021- 2032

10.3.5 Egypt Fermented Beverages Market Outlook, 2021- 2032

10.3.6 Rest of Africa Fermented Beverages Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

D?hler GmbH

Sula Vineyards Pvt. Ltd

Puna Noni Naturals LLC

Caldwell Bio Fermentation Canada Inc.

KeVita, Inc.

Lifeway Foods, Inc.

Nestl? S.A.
The Kefir Company B.V.
Yakult Honsha Co., Ltd.
The Coca-Cola Company
Danone S.A.
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

I would like to order

Product name: Fermented Beverages Market Size, Share, and Outlook, 2025 Report- By Type (Alcoholic, Non-Alcoholic), Raw Material (Grains, Fruits, Dairy, Tea, Vegetables, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Store, Online Channel, Others), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/F2D3B4A3CC40EN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F2D3B4A3CC40EN.html>