

Relaxation Beverages Market Size, Share, and Outlook, 2025 Report- By Type (Relaxation Drinks, Relaxation Shots, Relaxation Mixes), Application (Insomnia, Anxiety Patients, Others), Ingredient (Tea, Herbs, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032

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Abstracts

Relaxation Beverages Market Outlook

The global Relaxation Beverages market is expected to register a growth rate of 12.6% during the forecast period from \$698.4 Billion in 2024 to \$1804.7 Billion in 2032. The Relaxation 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 Relaxation Beverages segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Relaxation Drinks, Relaxation Shots, Relaxation Mixes), Application (Insomnia, Anxiety Patients, Others), Ingredient (Tea, Herbs, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Relaxation Beverages markets.

Relaxation Beverages Market Insights, 2025

The relaxation beverages market is an emerging sector within functional beverages, offering drinks formulated with ingredients like CBD, chamomile, L-theanine, and adaptogens to promote stress relief, calmness, and better sleep. Consumer lifestyle shifts towards wellness, mental health awareness, and natural remedies drive interest in

these calming drinks. Product innovation spans herbal teas, infused waters, sparkling beverages, and ready-to-drink formats targeting various demographics. The market also leverages trends in mindfulness and self-care rituals to position relaxation beverages as alternatives to alcoholic drinks or caffeine. Regulatory scrutiny varies globally, especially for CBD-based products, impacting formulation and marketing. Distribution channels include health food stores, supermarkets, cafes, and e-commerce. Sustainability in ingredient sourcing and packaging aligns with consumer expectations for responsible brands. The relaxation beverages market is poised for growth as holistic wellness becomes mainstream.

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

A closer look at the multi-million global market for Relaxation Beverages identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Relaxation 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 Relaxation Beverages industry?

The Relaxation 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.

Relaxation Beverages Market Segment Insights

The Relaxation Beverages industry presents strong offers across categories. The analytical report offers forecasts of Relaxation Beverages industry performance across segments and countries. Key segments in the industry include By Type (Relaxation Drinks, Relaxation Shots, Relaxation Mixes), Application (Insomnia, Anxiety Patients, Others), Ingredient (Tea, Herbs, Others), Distribution Channel (Online, Offline). 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, Relaxation 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 Relaxation Beverages industry ecosystem. It assists decision-makers in evaluating global Relaxation Beverages market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

Asia Pacific Relaxation 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 Relaxation 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 Relaxation 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 Relaxation Beverages market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Relaxation 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 Relaxation Beverages market.

Latin American Relaxation 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 Relaxation 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 Relaxation 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 Relaxation Beverages markets

including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Relaxation 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 Funktional Beverages Inc., iChill Beverages, Inc., Bimble Beverages LLC, New Age Beverages Corporation, Neurobrands LLC, Tranquini GmbH, NewAge, Inc., Harvest Beverage Group, Slow Cow Inc., Som Friends, Inc., Phi Drinks LLC, Seek Physis LLC, Hanyi Biotechnology (Beijing) Co., Ltd., Kalm with Kava LLC, Jus By Julie LLC.

Relaxation Beverages Market Scope

Leading Segments

By Type

Relaxation Drinks

Relaxation Shots

Relaxation Mixes

By Application

Insomnia

Anxiety Patients

Others

By Ingredients

Tea

Herbs

Others

By Distribution Channel

Online

Offline

Leading Companies

Funktional Beverages Inc.

iChill Beverages, Inc.

Bimble Beverages LLC

New Age Beverages Corporation

Neurobrands LLC

Tranquini GmbH

NewAge, Inc.

Harvest Beverage Group

Slow Cow Inc.

Som Friends, Inc.

Phi Drinks LLC

Seek Pheysis LLC

Hanyi Biotechnology (Beijing) Co., Ltd.

Kalm with Kava LLC

Jus By Julie LLC

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.

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Neurobrands LLC

Tranquini GmbH

NewAge, Inc.
Harvest Beverage Group
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Som Friends, Inc.
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