

Kombucha Market - Growth, Trends, and Forecast (2023 - 2028)

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Report description:

The global kombucha market is projected to register a CAGR of 22.35% over the next five years.

The COVID-19 pandemic outbreak resulted in multiple businesses, factories, and warehouse closures due to social distancing and lockdowns implemented by the government of various countries. However, the kombucha market experienced a slight uptick in demand as convenience stores and medicinal shops remained functional to offer essential health supplies to consumers. According to a study by the National Center for Biotechnology Information (NCBI), kombucha consumption aids in supporting the immune system due to its antioxidant, anti-inflammatory, and cholesterol-reducing properties, which further prompted sales during the pandemic.

Rising health consciousness among consumers and the preference for healthy hydration is a crucial market-driving factor. The requisite need to supplement daily nutrition intake to draw nutrients lost in ailing eating habits primarily boosted kombucha sales in the market studied. Moreover, on-the-go and convenient attributes associated with the products further propelling the market's growth.

Consumers are increasingly becoming aware of the health implications associated with the soft drinks categories. Thus, concerned drinkers are shifting toward healthy drinks like kombucha and other functional drinks. Due to increased demand for kombucha in the past few years, beverage manufacturers are coming up with flavor variants for kombucha, as consumers prefer flavored over original kombucha. Besides traditional kombucha flavors, such as ginger, grapefruit, and elderflower, flavors like cherry blossom, winter mint, pumpkin spice, and spicy pineapple are gaining consumer attention.

Kombucha Market Trends

Rising Health Awareness Among Consumers

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There exists a high prevalence of chronic diseases across the globe. Changing lifestyles due to rising health awareness and the need to opt for functional food and beverages are growing among consumers. They are increasingly opting for fortified food and beverage products that are less processed as they retain potential health benefits. Fermented drinks are recognized as helpful in fighting cancer, arthritis, and other kinds of degenerative diseases. Kombucha is one such product that is rich in enzymes and bacterial acids. It boosts energy and the immune system, eliminates toxins and detoxifies the body, rebuilds connective tissues, reduces headaches, and helps maintain weight. Thus, the frequency of kombucha consumption is rising globally, attributed to consumers' need for healthy options. As many consumers are still unaware of the health benefits of kombucha, the market represents a beautiful opportunity for the brands to enhance awareness and sales of their products.

Asia-Pacific is the Fastest Growing Region

Asia-Pacific is the fastest-growing region in the kombucha market. China is one of the leading markets for kombucha in Asia-Pacific. The popularity of packaged kombucha drinks in China remains attributed to their perceived health benefits. In India, the population suffering from joint health problems, like arthritis, is attracted more toward kombucha, which is expected to drive market growth throughout the forecast period. The rising urbanization, with the easy kombucha availability on local retail shelves, especially in countries like Australia, China, and Japan, is supporting market growth in the region. Predominantly, kombucha is a native drink from Japan. Japanese consumers prefer it to be mild brownish and fermented using kelp-based tea. In other countries, kombucha is a lightly carbonated and sweet fermented tea. Consumers in Japan prefer light-tasting umami-flavored kombucha. The Japanese kombucha market started to gain traction among consumers due to high product innovation and the increasing penetration of brands.

Kombucha Market Competitor Analysis

GT Living Foods, KeVita, Brew Dr. Kombucha, Health-Ade, Humm Kombucha LLC, etc., are the prominent players in the global kombucha market. Numerous private-label brands are expanding a variety of kombucha drinks in exotic flavors, such as ginger, lemon, turmeric, pineapple, etc., in their product portfolio at a competitive price and attractive packaging compared to global players. Thus, the market competition intensified, leading to a fragmented market. The key strategies that aid the key players with a prominent market share are new product launches, expansions, investment in research and development, new market initiatives, global presence, expansion of production capacities and facilities, etc.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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