

North America Kombucha - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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Report description:

The North American kombucha market size is expected to grow from USD 1.15 billion in 2024 to USD 2.06 billion by 2029, at a CAGR of 12.42% during the forecast period (2024-2029).

Key Highlights

-In recent years, the North American region has witnessed a surge in the popularity of kombucha, driven by its perceived health advantages, such as enhanced digestion and immune system support. Furthermore, the region's growing emphasis on health and wellness trends has fueled a rising demand for kombucha. Millennials, in particular, are embracing healthier lifestyles, shifting away from alcoholic beverages and favoring nourishing alternatives like kombucha. This shift in consumer preferences is anticipated to generate substantial demand for kombucha in the foreseeable future.

-Changing lifestyles due to rising health awareness and the need to opt for functional food and beverages are growing among consumers. They increasingly choose less processed fortified food and beverage products that preserve possible health benefits. Fermented drinks have been shown to aid in treating cancer, arthritis, and other degenerative disorders.

-Kombucha is an example of a product high in enzymes and bacterial acids. It increases energy and immunity, removes toxins and detoxifies the body, rebuilds connective tissues, decreases headaches, and aids in weight maintenance. Thus, kombucha consumption is increasing in North America, owing to consumers' desire for healthier options.

-Additionally, key manufacturers are focusing on product innovation to fulfill the requirements of consumers. For instance, in June 2021, Australia-based Remedy Drinks launched zero-sugar shelf-stable kombucha products across national retailers and multiple distribution channels in the United States. The product will be offered in cans and four flavors: peach, ginger lemon, mixed berry, and raspberry lemonade.

-Furthermore, the United States Food and Drug Administration (FDA) stated that this product is safe for human consumption when adequately prepared and thus has been commercialized in many countries. Also, kombucha will be increasingly significant to

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consumers looking for food and drink products that support them to stay healthy.

North America Kombucha Market Trends

Rising Demand for Fermented Beverages across the Region

- The inclination of consumers toward health-oriented products has involved probiotic fermented foods as a requisite in the list, as the trend of healthy hydration owes its success to the growing awareness toward fermented drinks with natural ingredients and the increasing acceptance of consuming probiotics.
- Kombucha drinks contain live probiotics with beneficial enzymes, amino acids, polyphenols, and other organic acids. This makes it an ideal product to be sold in health stores, pharmacies, and drug stores. For instance, as per The Fermentation Association (TFA), the retail sales of fermented food and beverages grew by approximately USD 1.8 million in 2021 in the United States.
- Additionally, the launch of advanced technologies in flavor processing, increasing consumer inclination toward clean-label and organic products, and the favorable market environment for fortified products are projected to drive the demand for naturally-flavored non-alcohol drinks in North America-food manufacturing companies, producing and marketing organic and natural food products.
- Furthermore, with the increasing demand among consumers, especially the millennials and Generation Z, kombucha manufacturers are producing flavor variants for kombucha, as consumers prefer flavored over original kombucha.
- Besides traditional kombucha flavors like ginger, grapefruit, and elderflower, flavors like cherry blossom, winter mint, pumpkin spice, and spicy pineapple are gaining consumer attention. For instance, in May 2021, Cove Kombucha launched its Kombucha products in partnership with Sobeys Inc. (Supermarket Chain) in Canada.

United States Holds the Major Share in the Market

- The demand for fermented ready-to-eat food and beverage products, such as health drinks that offer a complete package of nutrients, is increasing in the region, owing to the rising disposable income, growing awareness, and busy lifestyle of consumers. Thus resulting in the growth of the market.
- In the United States, Kombucha is one of the fastest-growing fermented beverages on all retail shelves. This is because of its numerous health benefits, which include joint health, elevated energy, digestion/gut health, and immune-boosting properties. Kombucha has moved from the natural foods aisle to the mainstream, primarily attributable to ever-increasing interest and research into gut health, thus becoming America's favorite drink in recent years. It provides indulgence in those trends for energizing tea and natural cultures reported to boost digestion and metabolism simultaneously. It is highly hailed as a wonder drink among consumers. The drink is widely available across many convenience stores and remains one of the fastest-penetrating health drinks nationwide. For instance, in February 2022, Superfoods Company launched an 'instant kombucha formula available in various flavors. As per the company, the product is made with hand-picked black tea and is rich in polyphenols, flavonoids, and prebiotics to improve gastrointestinal health and metabolism.
- Thus, consumers' growing requirements for preventive healthcare and the effectiveness of probiotic bacteria on health are driving market expansion. Demand for fermented foods has increased due to the increased consumption of functional foods, which can improve health and provide essential nutrition.

North America Kombucha Industry Overview

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The North America kombucha market is fragmented, owing to the presence of many regional and domestic players from different countries. Key players dominating the regional market include PepsiCo, Inc., Revive Kombucha, GT's Living Foods, Brew Dr. Kombucha, and NessAlla Kombucha. Emphasis is given to the companies' merger, expansion, acquisition, partnership, and new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers.

Additional Benefits:

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

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