

Kombucha - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Kombucha Market Analysis

The kombucha market is expected to grow from USD 3.25 billion in 2025 to USD 3.69 billion in 2026 and is forecast to reach USD 7.01 billion by 2031 at 13.7% CAGR over 2026-2031. The increasing popularity of probiotic-rich and functional beverages is driving this demand, as more consumers seek healthier drink options. The growing availability of kombucha in retail stores is helping it transition from being a niche wellness product to a widely consumed mainstream beverage. Flavored kombucha remains the most popular choice among consumers; however, traditional brews are gaining traction at a faster rate. This trend highlights a premium segment of the market where consumers value authenticity in their choices. Organic certification is another key factor influencing consumer preferences, as it serves as a major differentiator in the market. The shift toward aluminum packaging reflects the rising importance of sustainability among consumers. Geographically, the Asia-Pacific region is emerging as a key growth area for the kombucha market, while North America continues to be the largest revenue contributor. The market is moderately concentrated. Established players like GT's Living Foods, which has over three decades of brewing experience, are leveraging their heritage to maintain their position and uphold claims of authenticity.

Global Kombucha Market Trends and Insights

Growing vegan trend supports kombucha product adoption

With the growing popularity of vegan and plant-based diets, kombucha has become a favored functional beverage due to its

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naturally plant-based composition. According to the World Animal Foundation, by 2025, there will be approximately 88 million vegans globally, with 67% of them being women . Unlike traditional dairy-based probiotics, kombucha provides gut health benefits without using animal-derived ingredients, making it appealing to both vegans and those who are lactose-intolerant. Ethical consumers seeking transparency and sustainability particularly prefer clean-label and organic kombucha options. In 2024, brands like Remedy Drinks and GT's Living Foods introduced zero-sugar, organic product lines specifically designed for plant-based consumers. Rapid urbanization in Asia-Pacific cities such as Jakarta, Manila, and Bengaluru is driving kombucha's popularity among vegan and flexitarian communities. According to UN-Habitat, 54% of the global urban population, or over 2.2 billion people, reside in Asia, highlighting the region's significant potential for kombucha market growth .

Rising health awareness drives probiotic beverage demand

As more people focus on wellness, they are choosing drinks that help improve digestion and boost immunity. In 2024, a report by Food Insights showed that 62% of Americans consider the health benefits of food and drinks when making a purchase . Fermented beverages like kombucha are becoming popular because healthcare experts and nutritionists recommend them for maintaining a healthy gut. Younger consumers, especially Gen Z, are particularly interested in drinks with functional benefits like probiotics. To cater to this demand, companies like Humm Kombucha have introduced products such as Humm Probiotic+, which contains 10 billion CFUs and clinically proven probiotic strains to support daily health. These scientific claims not only build trust among consumers but also allow brands to sell their products at higher prices. Furthermore, retailers in regions like North America and Western Europe are dedicating more shelf space in refrigerated sections to probiotic drinks in the kombucha market.

High product cost limits adoption in price-sensitive markets

Kombucha's higher retail price, often 3-4 times more expensive than regular soft drinks, remains a major challenge for its widespread adoption in price-sensitive markets. This higher cost is mainly due to the complex production process, which involves small-batch fermentation, careful handling of live cultures, and the need for refrigerated supply chains to maintain product quality. In many developing markets, where consumers are more budget-conscious, such pricing makes it difficult for people to try or regularly purchase kombucha, even though interest in health-focused beverages is growing. Meeting regulatory requirements, such as controlling alcohol content and providing accurate sugar labeling, adds to production costs. For instance, recent regulatory actions in regions like the U.S. and EU have increased compliance expenses for brands . These combined costs often lead companies to focus on premium urban markets, leaving rural and smaller towns underserved in the kombucha market.

Other drivers and restraints analyzed in the detailed report include:

Product innovation boosts appeal among young consumers
Celebrity endorsements enhance kombucha brand recognition globally
Competition from other functional drinks slows market growth

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2025, flavored kombucha, which made up 79.45% of the total volume, dominated the category but showed signs of maturity with its decelerating growth. Its widespread appeal can be attributed to its palatable taste profiles, often enhanced with fruits, botanicals, and spices. Brands are pushing boundaries, introducing functional blends like ginger-turmeric and pairing them with exotic fruits to appeal to a broader audience. Thanks to technological strides like hot-fill processing, brands can now preserve probiotics while also offering bolder flavors. Established brands leverage their scale, but up-and-coming brands are making waves with their limited-edition and seasonal launches. With competition heating up, the key to success lies in curating a portfolio that marries novelty with a wellness focus in the kombucha market.

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Traditional kombucha is set to outstrip the overall category growth, boasting a projected 13.95% CAGR, fueled by a growing consumer appetite for purity and artisanal craftsmanship. Heritage brands are spotlighting their unflavored, raw formulations and artisanal fermentation methods, allowing them to command premium prices. Buyers with a wellness focus regard these traditional offerings as genuine sources of live cultures. Take GT's Living Foods, for instance; they've cultivated a dedicated following by spotlighting their time-honored brewing methods. As consumers become more discerning, these traditional offerings are gaining traction, especially for their touted microbiome benefits, solidifying their presence on premium shelves in the kombucha market.

Organic kombucha made up 70.05% of the market revenue in 2025 and is projected to grow at an annual rate of 14.55%. Consumers are increasingly drawn to organic products because they are seen as healthier, purer, and better for the environment. Retailers prominently showcase organic certifications, which help justify higher prices and build trust among buyers. These certifications also address common concerns about sugar content and alcohol traces, making organic kombucha a preferred choice for health-conscious individuals. As a result, organic kombucha continues to lead the market, attracting loyal customers who value clean ingredients and sustainable practices.

In contrast, conventional kombucha appeals more to budget-conscious consumers, especially in developing markets. However, its growth has been slower due to the rising demand for clean-label products and environmentally friendly practices. Transitioning to organic production can be challenging for brands because of supply chain complexities and higher costs, but the benefits often outweigh these challenges. Organic certifications allow brands to charge premium prices and strengthen their position in the kombucha market. Initiatives like TRUE Gold zero-waste certification demonstrate a commitment to broader environmental and social goals, further boosting the reputation and appeal of organic kombucha brands.

The Kombucha Market Report is Segmented by Product Type (Traditional and Flavored), by Nature (Conventional and Organic), by Packaging Types (Bottles, Cans, and Others), by Distribution Channel (Off-Trade and On-Trade), and by Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America led the kombucha market in 2025, accounting for 33.70% of the market share. The region's strong focus on health and wellness, along with clear labeling regulations and well-established retail networks, has supported this growth.. Retailers like Whole Foods promote exclusive, limited-edition kombucha products, while celebrity endorsements help bring the drink into the mainstream. Although the market in North America continues to grow steadily, the pace is slowing as the market becomes more saturated and mature.

The Asia-Pacific region is the fastest-growing kombucha market, with a projected CAGR of 14.2% through 2031. Factors such as rising middle-class incomes, improved retail infrastructure, and a cultural acceptance of fermented foods are driving this growth. Local companies are innovating by introducing flavors that cater to regional tastes, such as lemongrass and lychee. However, challenges like price sensitivity and differing regulations across countries remain significant. To address these issues, companies are offering smaller, more affordable pack sizes and running educational campaigns to increase consumer awareness. If these strategies succeed, the region could see substantial market growth by the end of the decade.

Europe is taking a sustainability-driven approach to the kombucha market. Consumers in this region are highly influenced by factors like organic certification and recyclable packaging when making purchasing decisions. While strict EU labeling laws add complexity for producers, the familiarity of European consumers with fermented products like kefir makes it easier for kombucha to gain acceptance. Initiatives such as carbon footprint disclosures and zero-waste goals resonate strongly with environmentally conscious shoppers and policymakers. In contrast, South America and the Middle East, and Africa are still emerging markets for

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kombucha. At the same time, economic growth and urbanization present opportunities, but challenges such as limited cold-chain infrastructure and low consumer awareness hinder kombucha market expansion.

List of Companies Covered in this Report:

GT's Living Foods PepsiCo Inc. Health-Ade, LLC Rowdy Mermaid Cathy's Kombucha Brew Dr. Kombucha SYSTM Foods L?V Ferments Biogroupe SAS Soulfresh (Lo Bros) Remedy Drinks Pty Ltd Boochcraft JuneShine Stratus Group Beverage RISE Kombucha Inc. The GUTsy Captain Company Tonica Kombucha Better Booch, LLC Cove Drinks Kombucha Kat Ltd.

Additional Benefits:

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

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