

# North America Kombucha Market



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North America Kombucha Industry

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## North America Kombucha Industry Trends 2021, Latest Innovations, Growth, Key Players and Competitive Strategies by 2027

[The North America Kombucha Industry](#) in terms of revenue was worth of **USD 648.7 Million** in 2020 and is expected to reach **USD 2,123.8 Million** in 2027, growing at a **CAGR of 14.98% from 2021 to 2027**. The North America Kombucha Market is expected to grow at a substantial growth rate due to several driving factors.

Growing consumer awareness, evolving patterns of food consumption, increasing importance of kombucha in health improvement are the key factors expected to drive the global market demand for kombucha.

## **Best North America Kombucha Market Player Analysis**

- Buchi Kombucha
- GT's Kombucha
- The Humm Kombucha Llc,
- Kombucha Wonder Drink
- Kosmic Kombucha
- New Age Beverages Corporation
- BETTER BOOCH
- Nesalla Kombucha
- PepsiCo, Inc.
- Revive Kombucha
- Health-Ade Kombucha
- Brew Dr. Kombucha
- Others

The study provides a crucial view of the North America Kombucha Market by segmenting the market based on type, flavor and country. Based upon the type, North America Kombucha Market is segmented into bacteria, yeast, mold, and other. Based upon flavor, the North America Kombucha Market is classified into herbs & spices, citrus, berries, apple, coconut & mangoes, and others. On the basis of country level, North America Kombucha Market is sub divided into U.S., and Canada.

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## **Scope of Kombucha Market in North America**

Kombucha is a type of beverage made with fermented black or green tea. It is generally, consumed as a health drink. Although it is available commercially, it can be brewed at home also. A variety of microorganisms are involved in the fermentation process that enhances the health benefits of the resulting probiotic drink. Although there is no certain origin of kombucha, it is believed to invented in China. Currently, the drink is broadly brewed in Korea, rural Russia, and Japan. It is believed to be effective in the cure of certain health conditions such as arthritis, cancer, hair loss, inflammation, hangovers, and hypertension. Several lactic and acetic acid bacteria along with yeast are

identified to play an important role in the brewing process of green tea leaves.

Kombucha is a delicately effervescent, sweetened black, fermented, or green tea drink frequently used for its claimed health advantages. Sometimes the drink is called kombucha tea to differentiate it from the culture of yeast and bacteria. Juice, spices, fruit, or other additives are often combined to improve the taste of the beverage. Various health advantages have been argued to compare with drinking kombucha. Kombucha is generally accessible in two types, the original raw flavor, and the infused flavor. In addition to the initial raw form, several brewers recommend a range of flavors.

Kombucha also facilitates the fight against arthritis, cancer, and other degenerative diseases. It can purify the body, improve energy levels, improve metabolism, restore connective tissue, and lessen headaches. It is abundant in bacterial acids and enzymes manufactured by the human body and utilizes them to detoxify the system, thus reducing the pancreatic load and reducing the burden on the liver. Kombucha is a prospective source of probiotics that contains antioxidants and offer the benefits of green tea. Kombucha can kill bacteria and help to manage type 2 diabetes. Kombucha was invented in Northeast China over 220 B.C. and was primarily prized for its medicinal properties.

Several factors are expected to drive the growth of Kombucha market across North America such as rising demand for probiotic products, growing health awareness among individuals, changing lifestyles, high prevalence of chronic diseases, and many more. Ever-increasing inclination towards innovative non-alcoholic drinks is one of the substantial factors propelling the kombucha market in North America during the forecast period. The predilection towards non-alcoholic drinks is gradually increasing among the people in North America.

For instance; according to the World Health Organization, approximately 3 million deaths arise each year, as an outcome of injurious alcohol consumption, demonstrating 5.3% of all deaths, which has moved consumer preferences concerning fermented tea and other low or non-alcoholic drinks all around the world. To avoid the various health-related diseases and disorders, alcohol-containing products are escaping all over the region. This aspect is leading to increase the preference towards non-alcoholic products among the customers in North America. Consequently, the rising inclination

towards innovative non-alcoholic drinks is also fueling the growth of the kombucha market in North America.

In addition, growing availability of various options with many flavors is another factor likely to enhance the growth of the kombucha market in this region. These days consumers are becoming bold and are not abstaining from testing with new pioneering flavors. This has bumped companies to integrate different flavors and components to draw consumer awareness towards their products. Some of the new attractive flavors available in the market are blueberry, guava, hibiscus lime, lavender, and much more. Numerous spices, herbs, fruits, and juices are used for flavoring kombucha.

For instance, Kombrewcha launched two new flavors consisting of blood orange and mango pineapple in July 2020, in the U.S. Attached with this, the availability of the drink in cans and bottles, due to the growing mainstream trends of on-the-go accessibility, lures the consumers into buying them. Therefore, increasing number of product offerings is also projected to boost the kombucha market over the forecast period in North America.

However, storage problems and adverse effects caused by the consumption of contaminated kombucha may hinder the market growth. In spite of that, cultivating tendency of consumers towards new and innovative beverages is estimated to create lucrative opportunities for the North American kombucha market in the future.

**The rapid expansion of the functional beverage industry, an increasing number of new investors, and strong research & development activities by existing industry players are the key factors anticipated to drive the global demand for kombucha tea.**

The global kombucha market comprises numerous local and international manufacturers. Since the consumers have become more aware of the health benefits associated with the consumption of kombucha tea, many prominent stakeholders are looking to invest in the sector especially, across untapped and emerging markets. Changing consumer behavior, the influence of western culture on food consumption and availability of international brands are anticipated to boost future growth opportunities across the untapped market. However, certain policies and regulations regarding the manufacturing, processing, packaging, and distribution are anticipated to pose challenges for industry growth.

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A wide variety of fruits, spice, herbs, flowers, vegetables, and algae are used as a flavoring agent in kombucha tea. Some of the common fruit flavors include apple, lemon, grape, blueberry, raspberry, strawberry, peach, lime, mango, orange, cherry, pineapple, passionfruit, pomegranate, dragon fruit, watermelon, kiwi, and coconut. Jasmin, Hops, Hibiscus, and rose are the common flowers used to add unique flavor to kombucha drink. Large-scale commercialization, availability of standard procedures, and advancement in the traditional fermentation process are expected to drive future growth in the kombucha industry. Online distribution and digital marketing are other important factors anticipated to contribute to the elevated sales of kombucha tea.

The Type segment of the North America Kombucha Market is dominated by Non-Alcoholic drive with the largest market share of **96.77%** in 2020. The Packaging segment of the North America Kombucha Market is dominated by Glass Bottle drive with the largest market share of **92.77%** in 2020. The sales channel segment of the North America Kombucha Market is dominated by offline drive with the largest market share of XX% in 2020.

#### **North America Kombucha Market: By Type**

- Non-Alcoholic
- Alcoholic

#### **North America Kombucha Market: By Packaging**

- Glass Bottle
- Canned

#### **North America Kombucha Market: By Sales Channel**

- Offline
  - Retail Outlets
  - Supermarkets

- Others
- Online

## **Market Trends of North America Kombucha Market**

Kombucha is a fermented tea beverage. It is made by adding a symbiotic culture of bacteria and yeast (SCOBY) to a solution of tea and sugar. It is one of the most popular beverages and fastest growing in the functional beverages industry. It contains full of healthy components like B vitamins, organic acids, antioxidants and trace amounts of alcohol. The kombucha drinks are promoted as strengthening the immune system, improving digestion and diabetes, reducing blood pressure and being detoxifying. Also, kombucha is used to help in rheumatism, gout, hemorrhoids, nervousness and liver function and fights cancer. The majority of kombucha are offered in the market are under 0.5% ABV and are non-alcoholic. Some brands of kombucha are classified as alcohol, when they contain 0.5% or more alcohol by volume. Today, there are high number of kombucha companies producing commercialized kombucha.

These products are distributed through the retail distribution and to the restaurants or kombucha taproom. The taste of kombucha changes from sweet to fruity, sour, and slightly sparkling to a mild vinegar-like taste as the fermentation development. Moreover, increasing demand of the kombucha products due their greater nutritional properties, growing chronic diseases, rising consumer demand regarding healthy drinks and increasing affordability of the kombucha products in developing countries like USA, Canada are some of the major factors driving the growth of kombucha market in the North America.

### **Key Benefits of Global Kombucha Market Report**

- Global North America Kombucha Market Trends 2021 report covers in-depth historical and forecast analysis.
- Global North America Kombucha Industry research report provides detail information about Market Introduction, Market Summary, Global market Revenue (Revenue USD), Market Drivers, Market Restraints, Market Opportunities, Competitive Analysis, Regional and Country Level.
- Global North America Kombucha Industry Trends 2021 report helps to identify opportunities in marketplace.
- Global North America Kombucha Market report covers extensive

analysis of emerging trends and competitive landscape.

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## Contacts



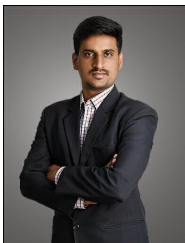
### Editorial Team

Press Contact

Content Editors

[contact@brandessenceresearch.com](mailto:contact@brandessenceresearch.com)

+44-2038074155



### Aniket patil

Press Contact

Co-Founder, Marketing Director

[aniket@brandessenceresearch.com](mailto:aniket@brandessenceresearch.com)

+917447409161



### Vishal Sawant

Press Contact

Business Development Director

[vishal@brandessenceresearch.com](mailto:vishal@brandessenceresearch.com)

+917447409162

+917447409162