Kombucha Market by Types (Bacteria, Yeast, Mold, Others), Flavors (Herbs & Spices, Citrus, Berries, Apple, Coconut & Mangoes, Flowers, Others), & by Region - Forecasts to 2020

Description: Round the globe, people have been consuming fermented tea for many years, giving it different names and admiring its probiotic benefits and its energizing taste. Kombucha, a kind of health drink, is made by fermenting tea and sugar with the microbial culture (which includes yeast, bacteria, and mold). It can be added with numerous essences to add different tastes to the drink. Every kombucha culture contains different strains of bacteria and yeasts. These strains offer a wide range of applications along with better yield in the kombucha market. The kombucha market is the fastest-growing market in the functional beverages category.

Millennium Products, Inc. (U.S.) was first to introduce kombucha beverage in the market by introducing two famous brands, GT’S Kombucha and Synergy. It majorly operates in the U.S. but distributes its products across the globe. Its major distributors include Horizon Distributors and Whole Foods Market, among others. The company has sustainably pillared its monopoly in the global kombucha market. GT's Kombucha produces alcoholic as well as non-alcoholic kombucha. The four important product lines of GT's Kombucha are Enlightened Kombucha, Enlightened synergy, Classic Kombucha, and Classic Synergy. The company has achieved incredible growth and is focused on expanding gradually and organically, in every aspect of the business. It is expanding its product range and is introducing innovative blends of kombucha in the market to strengthen its presence in the market.

The kombucha market in North America is the largest market having accounted for a share of 39.4% in terms of value. The North American market, in terms of value, is projected to register a CAGR of 25.0% from 2015 to 2020. Factors such as increasing health consciousness among people, prevailing health disorders, increasing disposable income, and changing lifestyle of individuals are driving the growth of this market. Moreover, increase in consumption of alcoholic beverages has boosted the market for kombucha as it can be classified as an alcoholic drink.

Scope of the Report

The research study categorizes the market on the basis of types, flavors, and regions.

Global Kombucha Market, By Type:
- Bacteria
- Yeast
- Mold
- Others

Global Kombucha Market, By Flavor:
- Herbs & Spices
- Citrus
- Berries
- Apple
- Coconut & Mangoes
- Flowers
- Others

Global Food Flavors Market, By Geography:
- North America
- Europe
- Asia-Pacific
- RoW
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   6.5.1.1 Increasing Disposable Income and Changing Lifestyle of Individuals
   6.5.1.2 Easy Manufacturing Process
   6.5.1.3 Rise in Demand for Fortified Food & Beverage Products
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