Global Kombucha Market Insights, Opportunity Analysis, Market Shares and Forecast, 2017 - 2023

Description: Due to the characteristics of microbial cellulose such as non-toxic behavior and eco-friendly nature, kombucha is expected to have significant growth in textile colors. The culture yields different textile colors by utilizing many broth medium such as coffee and black tea. Such characteristics are expected to drive the demand for kombucha over the forecast periods. Kombucha is also used in segments like drugs and medicine. Due to its associated health benefits, the demand for kombucha tea and other beverage is continuously rising. The market has seen remarkable growth in the past years and is about to witness more growth and high competition and expansion on the basis of its innovative product line.

Rise in health consciousness among people due to the rising health disorders and chronic diseases have made the people to get attract towards healthy and nutritious beverages. Moreover rise in employment opportunity have led the change in lifestyle among individuals which led to improper diet and other health issues and to resolve these health issues rise in functional beverage is seen. Due to rise in purchasing power of consumer expenditure on health drinks has simultaneously raised.

In terms of growth strategy, North America is the strongest and largest market for kombucha market globally and holds the market share of about 39.4% and this region has seen the highest sale for kombucha beverages. US has abundant manufacturers of this product which are expanding their global reach continuously in kombucha market.

The global kombucha market is segmented based upon the type of microorganisms that are used in its production, based upon the flavor and on the basis of geography. On the basis of type of microorganisms the market is sub segmented in to bacteria, yeast, mold and others. Based upon the flavor the kombucha market is further sub segmented by citrus, berries, herbs & spices, coconut, mangoes, apple, flowers and others.

Today, kombucha is the fastest growing market in the category of functional beverage. The growth of kombucha is also getting promoted due to rise in demand for healthy and natural food beverages. Although, the application of kombucha in healthcare is estimated to hold highest share over the coming years.

On the basis of geography, the global kombucha market is segmented by North America, Europe, Asia Pacific and rest of the world. In 2014, North America dominated the market of kombucha in terms of revenue highly contributed by US. Emerging economies like India and China are expected to experience a strong rise in demand for this product during the forecast period. Also, a similar pace of growth is expected in countries like Japan and Germany during the next seven years.

The kombucha market is dominated by some of the major key players such are Millennium Products, Inc. (US), The Hain Celestial Group (US), Kosmic Kombucha (US), Humm Kombucha and Kombucha Wonder Drink (US).These are the key player who dominate the world market with 50% share of global cement additive market.
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3. Gt'S Kombucha
4. Hain Celestial Group
5. Kevita, Inc.
6. Kombucha Wonder Drink
7. Kosmic Kombucha
8. Live Soda Kombucha
9. Makana Beverages Inc.
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