

Adaptogenic Beverages Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Functional Foods & Health Beverages (Food & Beverage)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/adaptogenic-beverages-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 1.61 billion
Projected Forecast (2031)	USD 1.61 billion
Growth Rate (CAGR)	7.67 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Adaptogenic Beverages industry](images/chart_2.png)

![Adaptogenic Beverages Market Size](images/chart_3.png)

![Adaptogenic Beverages Market Share by Product Type, 2025](images/chart_4.png)

![Adaptogenic Beverages Market Share by Distribution Channel, 2025](images/chart_5.png)

![Adaptogenic Beverages Market Growth Rate by Region](images/chart_6.png)

![Adaptogenic Beverages Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|
2021 - 2031
|

Market Size (2026)
|
USD 1.61 Billion
|

Market Size (2031)
|
USD 2.33 Billion
|

Growth Rate (2026 - 2031)
|
7.67 %
|

Fastest Growing Market
|
Asia-Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Adaptogenic Beverages Market Analysis by Mordor Intelligence

The adaptogenic beverages market size is expected to increase from USD 1.51 billion in 2025 to USD 1.61 billion in 2026 and reach USD 2.33 billion by 2031, growing at a CAGR of 7.67% over 2026-2031. The adaptogenic beverages market is moving beyond a specialist wellness purchase as shoppers look for drinks that fit daily routines and provide a stated functional purpose. Consumers can encounter these products through coffee, tea, ready-to-drink beverages, energy drinks, and alcohol-free social alternatives. Demand for alcohol-free options is widening the occasions in which brands can compete, including social settings, workdays, active lifestyles, and regular grocery trips. Retail visibility and online education are changing how consumers discover unfamiliar ingredients, compare formulations, and decide whether a product fits their needs.

Key Report Takeaways

- * By product type, ready-to-drink beverages held 43.18% of the adaptogenic beverages market share in 2025, while energy drinks recorded the highest projected CAGR at 8.67% through 2031.
- * By function, stress and relaxation accounted for 33.84% of the adaptogenic beverages market size in 2025, while energy and stamina is forecast to expand at an 8.51% CAGR through 2031.
- * By distribution channel, supermarkets and hypermarkets held 38.25% in 2025, while online retail is forecast to grow at a 9.25% CAGR through 2031.
- * By geography, North America commanded 42.73% revenue in 2025, while Asia-Pacific is poised for 9.04% CAGR growth through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Adaptogenic Beverages Market*

Driver |
(~) % Impact on CAGR Forecast |
Geographic Relevance |
Impact Timeline |

Rising consumer focus on health and wellness

|

+2.0%
|

Global
|

Medium term (2-4 years)

Increasing demand for functional beverages

|

+1.5%

Global, with Asia-Pacific and North America as primary growth poles

Medium term (2-4 years)

Growing awareness of stress management and mental wellness

|

+1.8%
|

Global, with North America and Europe leading and Asia-Pacific catching up
|

Short term (≤ 2 years)
|

Rising preference for natural and plant-based ingredients

|

+1.2%
|

Global, strongest in North America, Europe, and Australia

Medium term (2-4 years)

Growing demand for clean-label and low-sugar beverages

|

+0.8%

North America and Europe, with spillover to Asia-Pacific urban centers

Medium term (2-4 years)

Increasing popularity of non-alcoholic wellness drinks

|

+1.0%
|

North America and Europe, with early-stage Asia-Pacific and Middle East and Africa demand
|

Short term (≤ 2 years)
|

Source: Mordor Intelligence
|

Competitive Landscape
Competitive Landscape

The adaptogenic beverages market is moderately fragmented, with several established and emerging players competing for market share. Market participants are competing through differentiated product offerings that target specific consumer needs such as stress management, relaxation, energy, stamina, and overall wellness. The presence of both large companies with established distribution networks and smaller specialized brands contributes to a diverse competitive environment.

Product innovation is a key competitive strategy in the market, with companies focusing on new adaptogenic ingredient combinations, clean-label formulations, and convenient ready-to-drink formats. Manufacturers are also incorporating adaptogens into energy drinks, functional beverages, and other wellness-oriented products to expand their consumer base. Formulations featuring botanical ingredients and multiple functional benefits are helping brands differentiate their offerings and respond to evolving consumer preferences.

Companies are also focusing on expanding distribution and strengthening their market presence through supermarkets and hypermarkets, specialty stores, and online retail platforms. The rapid growth of e-commerce is providing smaller and emerging brands with opportunities to reach consumers without relying solely on traditional retail networks. As demand for functional and wellness beverages continues to increase, companies are expected to pursue geographic expansion, strategic partnerships, and portfolio diversification to strengthen their competitive positions.

Adaptogenic Beverages Industry Leaders

*

REBBL, Inc.

*

Four Sigmatic Foods, Inc.

*

Kin Euphorics, Inc.

*

Adapt Drinks Ltd.

*

Sunwink, Inc.

*

*Disclaimer: Major Players sorted in no particular order

Global Adaptogenic Beverages Market Report Scope

Adaptogenic beverages are functional drinks formulated with adaptogens natural substances, typically derived from herbs, roots, and botanical extracts, that are traditionally associated with helping the body adapt to physical and mental stress. The adaptogenic beverages market is segmented into product type, function, distribution channel and geography. Based on the product type, the market is segmented into ready-to-drink (RTD) beverages, tea, coffee, energy drinks and other product types. Based on function, the market is segmented into stress & relaxation, energy & stamina, focus & cognitive support, sleep & recovery, immune & general wellness. Based on distribution channel, the market is segmented into supermarkets & hypermarkets, convenience stores, specialty & health stores, online retail stores and other distribution channels. By geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and Middle-East and Africa. For each segment, the market sizing and forecasting have been done in value terms (USD billion).

By Product Type

Ready-to-Drink (RTD) Beverages
|

Tea
|

Coffee
|

Energy Drinks
|

Other product Types
|

Segmentation Accordion Item
By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America

|

Europe

|

United Kingdom

|

|

Germany

|

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France

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|

Spain

|

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Italy

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|

Belgium

|

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Poland

|

|

Rest of Europe

|

Asia-Pacific
|

China
|

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Japan
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India
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Australia
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South Korea

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Indonesia

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Rest of Asia-Pacific

|

South America

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Brazil

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|

Argentina

|

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Chile
|

|

Peru
|

|

Colombia
|

|

Rest of South America
|

Middle East and Africa
|

United Arab Emirates
|

|

South Africa
|

|

Saudi Arabia
|

|

Nigeria
|

|

Egypt
|

|

Morocco
|

|

Rest of Middle East and Africa
|

Frequently Asked Questions

What is the forecast for adaptogenic beverages through 2031?

The market is forecast to reach USD 2.33 billion by 2031, rising from USD 1.61 billion in 2026 at a 7.67% CAGR.

Which product format has the largest share?

Ready-to-drink beverages led product demand with 43.18% in 2025, supported by convenience and familiar consumption occasions.

Which function is growing the fastest?

Energy and stamina is expected to grow at an 8.51% CAGR through 2031, supported by demand for sustained energy and mental clarity.

Why are online sales important for adaptogenic drinks?

Online retail is projected to grow at a 9.25% CAGR through 2031 because it supports product education, bundles, and subscriptions.