

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

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

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 3.69 billion
Projected Forecast (2031)	USD 3.69 billion
Growth Rate (CAGR)	13.70 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

- ! [Major players in Kombucha industry](images/chart_2.png)
- ! [Kombucha Market (2025 - 2030)](images/chart_3.png)
- ! [Kombucha Market: Market Share by Product Type, 2025](images/chart_4.png)
- ! [Kombucha Market: Market Share by Packaging Types, 2025](images/chart_5.png)
- ! [Kombucha Market CAGR (%), Growth Rate by Region](images/chart_6.png)
- ! [Kombucha Market Concentration](images/chart_7.png)
- ! [footer background image](images/chart_10.png)
- ! [Mordor Intelligence on Facebook](images/chart_12.svg)
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- ! [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 3.69 Billion

Market Size (2031)

USD 7.01 Billion

Growth Rate (2026 - 2031)

13.70 %

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

Kombucha Market Analysis by Mordor Intelligence

The kombucha market size is expected to grow from USD 3.25 billion in 2025 to U SD 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 function

al 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.

Key Report Takeaways

- * By product type, flavored variants commanded 79.45% of the kombucha market share in 2025; traditional products are advancing at a 13.95% CAGR to 2031.
- * By nature, organic offerings held 70.05% share of the kombucha market size in 2025 and are forecast to grow at 14.55% through 2031.
- * By packaging, bottles retained 71.90% of the kombucha market share in 2025, but cans are projected to post a 15.6% CAGR to 2031.
- * By distribution channel, off-trade formats delivered 54.80% of 2025 revenue, while on-trade is set to expand at 15.65% CAGR through 2031.
- * By geography, North America led with 33.70% kombucha market share in 2025; Asia-Pacific is forecast to accelerate at 14.2% CAGR, the fastest among regions.

Key Market Trends

Global Kombucha Market Trends and Insights

Drivers Impact Table*

DRIVER
|

(~)
% IMPACT ON CAGR FORECAST
|

GEOGRAPHIC
RELEVANCE
|

IMPACT
TIMELINE
|

Rising health
awareness drives probiotic beverage demand

|

+3.2%

|

Global,
with strongest impact in North America and Europe

|

Medium
term (2-4 years)

|

Growing
vegan trend supports kombucha product adoption

|

+2.1%

|

North
America and Europe, expanding to Asia-Pacific urban centers

|

Long
term (≥ 4 years)

|

Expanding
retail shelves promote wider kombucha availability

|

+2.8%

|

Global,
with accelerated penetration in Asia-Pacific and Middle East and Africa

|

Short
term (≤ 2 years)

|

Product
innovation boosts appeal among young consumers

|

+2.4%

|

Global,
concentrated in developed markets

|

Medium
term (2-4 years)

|

Celebrity
endorsements enhance kombucha brand recognition globally

|

+1.8%

|

North
America and Europe, expanding to Asia-Pacific

|

Short
term (≤ 2 years)

|

Functional
drinks gain popularity over carbonated options

|

+2.6%

|

Global,
with highest impact in health-conscious markets

|

Medium
term (2-4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The kombucha market is moderately concentrated, with established brands like GT's Living Foods using their decades of brewing experience to maintain their reputation for authenticity. Their "Real Kombucha" campaign highlights their raw and unpasteurized brewing methods, appealing to consumers who value traditional production techniques. Similarly, Health-Ade has expanded its production and distribution across the United States. By leveraging celebrity endorsements, the brand has successfully increased its visibility and appeal to a broader audience.

Innovation plays a key role in differentiating products within the kombucha market. Companies are introducing functional ingredients, such as zinc or L-theanine, to enhance the health benefits of probiotics, as seen in Humm's Probiome line. Sustainability is also becoming a critical factor, with brands like GT's achieving TRUE Gold zero-waste certification, which strengthens their environmental, social, and governance (ESG) credentials in the kombucha industry. Start-ups are addressing gaps in the market by offering low-sugar options or alcohol-free variants, catering to consumers who are mindful of sugar intake or alcohol consumption regulations.

Interest in mergers and acquisitions is growing as large beverage companies look to enter the rapidly expanding functional beverage category. Emerging kombucha brands are attracting investments to scale their operations, improve cold-chain infrastructure, and enhance brand visibility across the kombucha industry. While larger companies benefit from their ability to secure shelf space, smaller, agile brands are gaining traction by offering unique, locally inspired flavors and engaging directly with consumers through storytelling. This balanced competition fosters innovation and diversity in the market, keeping consumers interested and driving the long-term growth of the kombucha industry.

Kombucha Industry Leaders

*

GT's Living Foods

*

PepsiCo Inc.

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Health-Ade, LLC

*

Rowdy Mermaid

*

Cathy's Kombucha

*

*Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this study, the kombucha market is defined as ready-to-drink kombucha beverages sold through retail and on-trade channels, measured in value terms across major consuming regions. The sizing reflects packaged product sales linked to commercial production and branded distribution.

Scope exclusions: Home-brewed kombucha, kombucha used only as an ingredient in other foods, and related probiotic drinks that are not sold as kombucha are excluded.

Segmentation Container

*

By Product Type

*

Traditional

*

Flavored

*

By Nature

*

Conventional

*
Organic

*
By Packaging Types

*
Bottle

*
Can

*
Others

*
By Distribution Channel

*
Off-Trade

*
Supermarkets/Hypermarkets

*
Specialist Stores

*
Convenience Stores

*
Online Retail Stores

*
Other Distribution Channels

*
On-Trade

*

By Geography

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North America

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United States

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Canada

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Mexico

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Rest of North America

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Europe

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Germany

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United Kingdom

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Italy

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France

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Spain

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Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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India

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Japan

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Australia

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Indonesia

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South Korea

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Thailand

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Singapore

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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

*
Peru

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Rest of South America

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Middle East and Africa

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South Africa

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Saudi Arabia

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United Arab Emirates

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Nigeria

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Egypt

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Morocco

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Turkey

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Rest of Middle East and Africa

Frequently Asked Questions

How big is the kombucha market in 2026?

The kombucha market stands at USD 3.69 billion in 2026.

What is the expected kombucha market size by 2031?

It is projected to reach USD 7.01 billion by 2031, growing at a 13.7% CAGR.

Which product type is growing fastest?

Traditional kombucha is forecast to expand at a 13.95% CAGR, outpacing flavored variants.

Which region offers the strongest growth potential?

Asia-Pacific leads in growth with a projected 14.2% CAGR to 2031, thanks to rising health awareness and modernizing retail.