

At a CAGR 10.2% Kvass Market Expected to Reach \$6,231.2 Million by 2030

Growing awareness regarding health benefits of kvass and demand for low ABV content and flavored alcoholic beverages is likely to generate more demand for kvass

PORTLAND, OR, UNITED STATES, September 7, 2021 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Kvass Market](#) by flavor type, packaging type, price point, and distribution channel: Global Opportunity Analysis and Industry Forecast, 2021-2030,"



The Kvass market size is expected to reach \$6,231.2 million by 2030, registering a CAGR of 10.2% from 2021 to 2030.

Kvass is especially popular in Russia. It is made from rye bread. Rye bread is a type of bread made with various proportions of flour from rye grain. It can be light or dark in color. Kvass is made by the natural fermentation of bread, such as wheat, rye, or barley, and sometimes flavored using fruit, berries, raisins, or birch sap.

According to the Institute of Food Technologists, the developed nations such as the U.S., Germany, France, Spain, Italy, Japan reported that today's consumers are looking for customizable beverages, and dietary solutions that will help them more aggressively meet their own unique nutrition and personal health goals. General health and wellness products and programs no longer fit all. Similarly, people living in other emerging countries such as China, South Korea, and UAE have also become aware of the health benefits of consuming functional beverages, flavored alcoholic beverages and low ABV content beverages. Furthermore, growing health hazards due to consumption of sprits and beer, people are increasingly inclining to consume low alcohol content beverages with some health related benefits. Thus, kvass is expected to gain major popularity among alcohol beverage consumers.

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Trade restrictions imposed by several countries across the globe to curb the outbreak of COVID-19 has significantly affected global logistics and transportation, which has affected on the kvass market. Restrictions have had a direct impact on the food and beverage supply chain with the tightening of transportation and port capacities whilst also leading to an increase in shipping and freight costs. Furthermore, this has resulted in the shortage of food and beverage supply, which is likely leading to choked production and affected availability of food & beverage products at retail level. Thus, Covid-19 has disturbed the whole value chain and supply chain of the kvass market, which in turn negatively impacted the growth of the product market.

According to the kvass market analysis, the kvass market segmented into flavor type, packaging type, price point, distribution channel, and region. On the basis of flavor type, the market is categorized into apple, lemon, cherry, mint, beets, strawberry and others. By packaging type, it is bifurcated into bottle, can and others. Depending on price point, it is segregated into premium and mass. As per distribution channel, it is fragmented into supermarket, convenience store, e-commerce, food service and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Russia, Poland, Belarus, Latvia, Lithuania, Estonia, EU5 and Rest of Europe), Asia-Pacific (China, South-East Asia, Australia, India, Japan and Rest of Asia-Pacific), and LAMEA (Latin America, Middle East and Africa).

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According to the kvass market trends, on the basis of flavor type, lemon segment was accounted for second highest share global kvass market is expected to sustain its share throughout kvass market forecast period. Lemon flavored drinks are majorly preferred as it refreshes the mood and provide instant energy. Furthermore, lemon flavored beverages has various health benefits such as it promotes hydration, provide vitamin C a primary antioxidant that helps protect cells from damaging free radicals and it supports weight loss. Thus, these above factors promote people to have lemon flavored kvass during the forecast period.

The players operating in the Kvass industry have adopted product launch and business expansion as their key developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include All Stars Beverages, Bryanskpivo, Carlsberg Group, Coca-Cola Company, Gubernija, Kvass Beverages LLC, Maltra Foods, Ochakovo, PepsiCo, Inc. and Piebalgas alus.

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Key Findings Of The Study

The kvass market size was valued at \$2,389.4 million in 2020, and is estimated to reach \$6,231.2

million by 2030, registering a CAGR of 10.2% from 2021 to 2030.

In 2020, depending on flavor type, the cherry segment accounted for \$270.0 million, garnering 10.6% of the global Kvass market.

On the basis of packaging type, the can segment acquired \$828.0 million, exhibiting 11.0% of the global kvass market share.

In 2020, by price point, premium segment was valued at \$770.3 million, accounting for 32.2% of the kvass market share.

Russia was the most prominent market in Europe in 2020, and is projected to reach \$752.4 million by 2030, growing at a CAGR of 8.5% during the forecast period.

According to price point, the premium segment is estimated to reach \$2,489.41 million by 2030 at a CAGR of 12.6%. The premium pricing is charged mostly for high quality with unique packaged kvass beverages products. This cost of the product is the addition of the actual cost and super premium raw material used cost. Rise in trend of consumption super premium quality functional beverages is attributable to drive kvass market growth. Moreover, improvement in lifestyle and rise in disposable income increase the willingness of consumers to spend more on health benefiting beverages, which is a key factor anticipated to drive the growth of the global product market.

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