

# Kvass Market estimated to grow at a CAGR of 10.2% by 2030 | Demand, Trends & Growth Opportunity

*Surge in influence of social media, growth in millennial population, rise in consumer awareness & change in consumer preferences drive the growth of the market.*

PORTLAND, OR, UNITED STATES,  
November 24, 2021 /

EINPresswire.com/ -- [Kvass Market](#) by Flavor Type (Apple, Lemon, Cherry, Mint, Beets, Strawberry and Others), Packaging Type (Bottle, Can and Others), Price Point (Premium and Mass), and Distribution Channel

(Supermarket, Convenience Store, E-Commerce, Food service and Others): Global Opportunity Analysis and Industry Forecast, 2021–2030". According to the report, the global kvass industry generated \$2.38 billion in 2020, and is anticipated to generate \$6.23 billion by 2030, witnessing a CAGR of 10.2% from 2021 to 2030.

## Prime determinants of growth

Surge in influence of social media, growth in millennial population, rise in consumer awareness, and change in consumer preferences drive the growth of the global kvass market. However, availability of substitute products and threat of counterfeit kvass drink hinder the market growth. On the other hand, emergence of e-commerce and rise in demand for the premium drinks in developing countries present new opportunities in the coming years.

Request Sample Report at: <https://www.alliedmarketresearch.com/request-sample/13454>

## Covid-19 Scenario

The outbreak of the COVID-19 pandemic led to the implementation of lockdown, which resulted in temporary closure to manufacturing units of food and beverage industries across the world.



The pandemic has further caused disruptions in the supply chain management, due to which, the manufacturers faced challenges in transportation of raw materials and finished products, which in turn, hampered sales to an extent.

Thus, the food and beverage industry got negatively impacted in workforce at industry level, trade & logistics, demand & supply, especially in the initial period of COVID-19.

The bottle segment to maintain its leadership status throughout the forecast period

Based on packaging type, the bottle segment held the highest market share in 2020, accounting for nearly half of the global kvass market, and is estimated to maintain its leadership status throughout the forecast period. This is majorly attributed to benefits associated such as maintain flavor brilliance and freshness, display appeal, and sustainable. Furthermore, glass bottles are considered to be the attractive and beautiful packaging for premium quality beverages.

However, the can segment is projected to manifest the highest CAGR of 11.0% from 2021 to 2030. This is because, aluminum is majorly used as a raw material for manufacturing of cans. It is a very cost-effective raw material and can customize packages with colors, 3D prints, and embossing. Its properties such as lightweight, impermeable, and high flexibility make it ideal for packaging of kvass beverages.

For Purchase Enquiry at: <https://www.alliedmarketresearch.com/purchase-enquiry/13454>

The mass segment to maintain its lead position during the forecast period

Based on price point, the mass segment accounted for the largest share in 2020, contributing to more than two-thirds of the global kvass market, and is projected to maintain its lead position during the forecast period. This is because the foreign manufacturer undergoes huge taxation of import and export on alcoholic beverages. This taxation ultimately increases the price of alcoholic and nonalcoholic beverages and make it less affordable and inaccessible. However, the premium segment is expected to portray the largest CAGR of 12.6% from 2021 to 2030. This is due to rise in consumption of low alcohol content beverages by the millennial and young adults

Europe, followed by North America, to maintain its dominance by 2030

Based on region, Europe, followed by North America, held the highest market share in terms of revenue 2020, accounting for more than two-fifths of the global kvass market. This is due social media, local events/promotions and presence of traditional kvass processing industries, who associates the kvass with high quality products, sustainability and local produced products. However, Asia-Pacific region is expected to witness the fastest CAGR of 11.9% during the forecast period, owing to growth in millennial population and dynamic changes in the consumption pattern of the developing countries.

Get detailed COVID-19 impact analysis on the Kvass Market:

<https://www.alliedmarketresearch.com/request-for-customization/13454?reqfor=covid>

## Leading Market Players:-

All Stars Beverages  
Bryanskpivo  
Carlsberg Group  
Coca-Cola Company  
Gubernija  
Kvass Beverages LLC  
Maltra Foods  
Ochakovo  
PepsiCo Inc.  
Piebalgas alus

## Similar Reports:

[A2 milk market Expected to Reach \\$3.6 billion by 2027](#)

[Ready-to-drink \(RTD\) Tea Market is Expected to Reach \\$38.96 Billion by 2027](#)

## Upcoming Reports:

Printed Foam Bubble Tea Market: <https://www.alliedmarketresearch.com/printed-foam-bubble-tea-market-A06553>

White Tea Market: <https://www.alliedmarketresearch.com/white-tea-market-A06711>

Cold Pressed Carrot Juice Market: <https://www.alliedmarketresearch.com/cold-pressed-carrot-juice-market-A07471>

Carbonated Soft Drinks Market: <https://www.alliedmarketresearch.com/carbonated-soft-drinks-market-A11168>

## About Us

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa

Allied Analytics LLP

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/557070292>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.