

Hard Kombucha Market is likely to show the fastest CAGR of 41.9% from 2022 to 2031

Fermented probiotic drinks have become a cornerstone of the wellness drinks category, combining the two macro trends of functionality and natural products.

WILMINGTON, DE, UNITED STATES, July 16, 2025 /EINPresswire.com/ -- [Hard kombucha market size](#) was estimated to be \$40.1 million in 2021, and the hard kombucha market is forecasted to reach \$1,678.5 million by 2031, growing at a CAGR of 41.9% from 2022 to 2031.



Hard kombucha is an alcoholic, fermented beverage crafted from brewed tea, sugar, and a SCOBY (symbiotic culture of bacteria and yeast), which serves as the fermenting agent. Rich in probiotics, vitamins, and beneficial enzymes, hard kombucha offers both functional and refreshing qualities. Its alcohol content can vary by brand and is influenced by factors such as fermentation time and the specific strains of yeast used. Longer fermentation and certain yeasts can lead to higher alcohol levels, while cooler fermentation yields lighter brews. This drink combines the wellness benefits of tea with those of probiotics, helping to support digestion, detoxification, metabolism, energy levels, and immunity. As health-conscious consumers look for alternatives to traditional sodas and alcoholic beverages, hard kombucha is emerging as a popular option that bridges the gap between indulgence and wellness.

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Kombucha is made by adding a SCOBY (symbiotic culture of bacteria and yeast) to a mixture of brewed tea and cane sugar, which is then fermented for one to four weeks. Most kombucha undergoes a second fermentation phase where natural flavorings like fruits or spices are added. While kombucha naturally contains trace amounts of alcohol as a result of fermentation, most commercially available versions contain less than 0.5% ABV (alcohol by volume), classifying them as non-alcoholic.

To produce hard kombucha, brewers extend the fermentation process and introduce additional sugar and yeast, resulting in a higher alcohol content—typically between 3% and 11% ABV. Some hard kombucha brands claim to retain the health benefits of traditional kombucha, such as probiotics and digestive support. The rising consumer preference for health-oriented food and beverages is expected to fuel the growth of the hard kombucha market in the coming years. Many health-conscious individuals are cutting back on alcohol to improve wellness outcomes like sleep and weight management. This has led to increased demand for no- and low-alcohol beverages that deliver on both flavor and social experience.

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According to IWSR research, 40% of no/low-alcohol consumers in the UK identify as "Substitutes" consistently choosing alcohol alternatives particularly among Gen Z and millennials. Many also fall into the "Blenders" category, alternating between full-strength and lower-alcohol drinks during the same occasion. Similar trends are seen in markets like the U.S., where consumers are embracing premium, health-forward beverages without sacrificing enjoyment. These shifts are creating a favorable landscape for the expansion of the hard kombucha market.

The research provides detailed segmentation of the global hard kombucha market based on category, distribution channel, product type, and region. The report provides extensive insight into segments and sub-segments using tables and figures. The market sections with the fastest growth and maximum revenue generation can be used by investors and market participants to develop their strategies.

According to the region, North America held the largest share in 2021, accounting for more than half of the global hard kombucha market share. It is expected to maintain its dominant revenue share in 2031. Furthermore, the Asia-Pacific region is expected to experience the highest CAGR of 45.13% during the forecast period. The study also looks at regions such as Europe and LAMEA.

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Leading market players of the global hard kombucha market analyzed in the research include Boochcraft, JuneShine, Inc., Jiant, Kombrewcha, KYLA Hard Kombucha, Unity Vibration Kombucha, Dr Hops Kombucha Beer, LLC., Flying Embers, GTs Living Foods LLC., Tailored Beverage Company, Buddha's Brew, Inc., New Holland Brewing Company, LLC, Wild Tonic, Umami kombucha, and Odell Brewing.

These major players in the worldwide [hard kombucha industry](#) are thoroughly examined in the report. These firms have employed various techniques, including introducing new products, partnerships, expansion, joint ventures, agreements, and others, to raise their market shares

and keep their dominant positions in different regions. To illustrate the competitive environment, the study helps highlight corporate performance, operational segments, product portfolio, and market participants' strategic movements.

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