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MARKET OVERVIEW

Adaptogenic beverages are certainly having a trendy moment. In recent years the shelves at supermarkets, grocery stores, health food markets, and pharmacies have exploded with new offerings of these function-forward drinks which contain adaptogens: natural and plant-based ingredients that help promote wellbeing in various ways.

These ways include improving the body's stress response, increasing energy levels, boosting immune response, balancing hormones, enhancing cognitive function, and more. However, the growth in this industry signals much more than a momentary trend. The global adaptogenic beverage market is effervescent, with a current market value of \$10.7 billion and a projected compound annual growth rate (CAGR) of 8-10% heading into 2030. A 2023 GlobalData survey found that 47% of consumers in the United States are interested in trying adaptogenic beverages. .

This growth can be attributed to several key factors: the booming popularity of functional beverages on social media and among influencers, a heightened consumer focus on natural and organic ingredients, growing awareness of self-care and natural remedies, and increasing scientific study of adaptogens' potential health benefits

This industry is not without its challenges, however, and it may be impacted by issues such as sustainability concerns about ingredient sourcing, market saturation, and regulatory hurdles to using ingredients for which health claims have not been confirmed. For now, businesses show no signs of reversing the current growth pattern, with players in the space expanding into online retail and subscription models, innovating with new flavors and formats, building partnerships within the health and wellness community, and winning over new consumers with experiential marketing. With these trends in full swing, the adaptogenic beverage market seems poised for continued success and mainstream adoption.