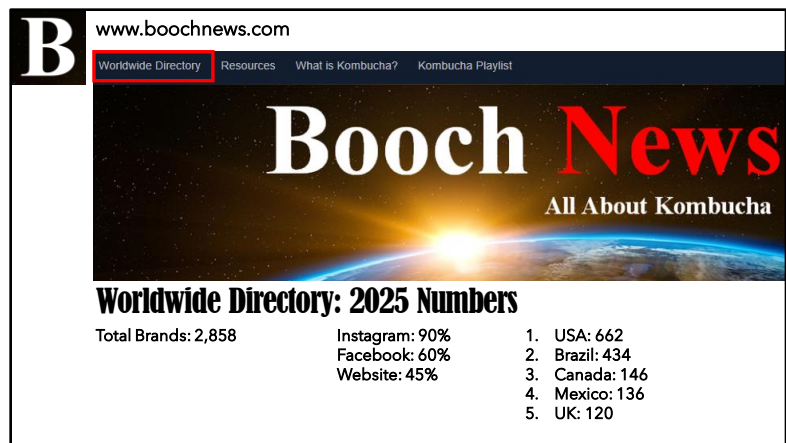


PALESTRANTE

Ian Griffin

Visão geral da indústria mundial de kombucha



The link to the Worldwide Directory is found on the top left corner of the Booch News home page. Each December, I collect data on social media activity for each of the worldwide accounts.

In this presentation I'll be sharing 2025 numbers. This December I'll be collecting 2026 numbers. At the end of 2025 there were 2,585 kombucha brands in the Worldwide Directory. Of these, 90% had an Instagram account (I wonder why 258 have not chosen to open an account. Of these, 90% had an Instagram account (I sometimes wonder why 258 have not chosen to open an account!) 60% have a Facebook account and just under half have a web page.

Brazil ranks second worldwide in the number of kombucha companies.. It has been in the number two position for many years. This is a surprise to almost everyone in the United States, when I ask, "Which country has the most kombucha brewers after the USA?" No one guesses Brazil!

B

www.boochnews.com

Worldwide Directory

“ This is an archival list. We have included any commercial company (where a professional label or logo is shown on the product) **even though the social media platform might not have recent updates.** They might have gone out of business, or are perhaps just too busy brewing 'booch to spend time posting updates. Either way, the links will show branding, design and other product information.

Esta é uma lista de arquivo. Incluímos todas as empresas comerciais (aquelas em que um rótulo ou logotipo profissional aparece no produto), **mesmo que a plataforma de rede social não apresente atualizações recentes.** Elas podem ter encerrado as atividades ou, talvez, estejam ocupadas demais produzindo kombucha para dedicar tempo a postar atualizações. De qualquer forma, os links exibirão a identidade visual, o design e outras informações sobre o produto.

The Worldwide Directory is an archival list.

I believe there is value in being able to see ALL kombucha brands that are still online – many have in fact gone out of business but still have their Instagram or Facebook information online.

I remove those that have taken these down every December. In December 2025 I removed 57. So far this years I've added 67.

So, the data I will share is not based only on companies operating today, but, unlike the beer, wine, and spirits industries, kombucha companies are not required to report how much they make and sell. For kombucha, we don't have any solid, verifiable data on the size of the industry by volume of sales or dollar amount.

So these numbers give us insight into the relative size of the industry and popularity of brands as measured by social media activity.

B

Brazil

Alagoas

Amapá

Bahia

Ceará

Ceará do Sul

Distrito Federal

Goias

Goias

Maranhão

Mato Grosso

Mato Grosso do Sul

Minas Gerais

Piauí

Paraná

Paraná

Paraná

Paraná

Paraná

Rio de Janeiro

Rio Grande do Norte

Rio Grande do Sul

Roraima

Santa Catarina

São Paulo

Sergipe

Tocantins

Se você tiver alguma atualização ou correção para o Diretório Mundial, por favor, envie um e-mail para mim: ian@boochnews.com

Source: Booch News Worldwide Directory

Take a look at the Brazil listing on Booch News. Like in the USA, there re so many companies I list them by state. Most of the other countries have just one page. As I drill down into Brazil, you will, as I mentioned, see brands that have gone out of business.

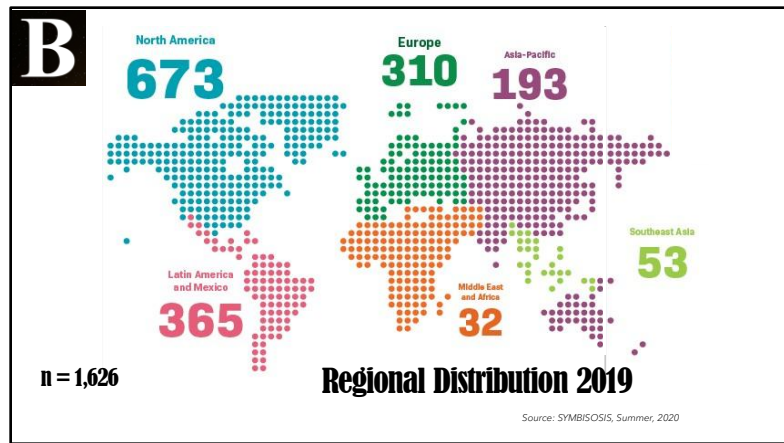
If you know of information that is missing, or needs updating, please email me.

		Grande Kombucha	Alphaville
		Comunidade dos Fermentados	Anatolico
		Dra Kombucha	Arigó
		Kombucha by Patricia Leal	Araraquara
		Kombucha	Avaí
		Kombucha & Fermentados	Atibaia
		Kombucha São	Atibaia
		Kombucha Con Amor	Bananeiras
		Planeta Kombucha	Belo Horizonte
		Beerdica Kombucha	Campinas
		Tubos Kombucha	Campinas
		Valle das Fadas Orgânico Farm	Campes do Jordão
		Simplemente Kombucha	Camporocha
		Yacon Fermentados	Cidade dos Coqueiros
		Suco Frito Bem	Caranduaia
		Samaga Kaffee Kombucha	Caranduaia
		Kombucha do Canavieiro	Caratoba
		Tubos Tea Kombucha	Catão
		Kali Kombucha	Formosa
		Solo Kombucha	Formosa
		Piquete Kombucha	Indaiatuba
		Dona Kombucha	Itapetininga

Source: Booch News Worldwide Directory

Here's the listing for Sao Paulo. If they have a website, the company name will take you to that. The icons for Facebook and Instagram will take you there.

I keep this information in an Excel spreadsheet. This allows me to sort and summarize the data and show the distribution of kombucha companies around the world, and, since I have been doing this since 2018, I can show trends over time.



This map is from the Summer 2020 edition of SYMBIOSIS Magazine. The Magazine article goes into more details, such as the per capita availability of kombucha (measured by the number of brands per head of population).

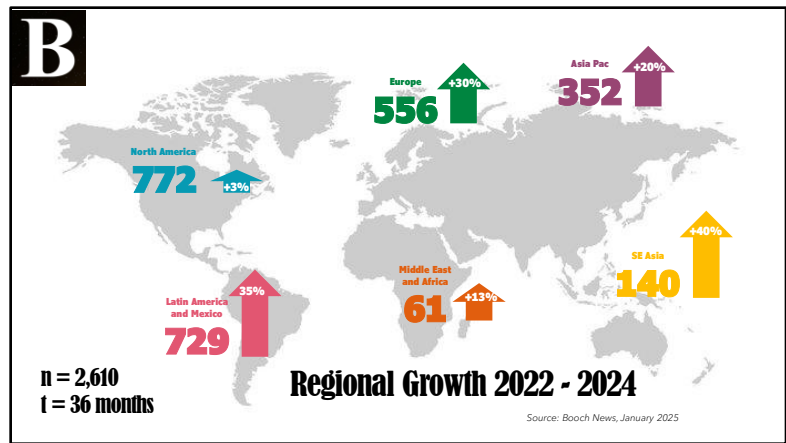
Of course, one other fact to bear in mind is that one or two leading brands (such as GTs and Health-Ade in the USA), might sell as much product as the next 100 brands combined.

In most countries, there are one or two, maybe three, leading brands and a large number of what statisticians call a ‘long tail’ of small brands. This will become apparent when we look at the number of Followers on Instagram.



This updated map from the Spring 2022 SYMBIOSIS showed the growth over the two years since the previous article. Divide the percentage in half to get an approximate annual increase. Over 24% per annum in Latin America, but only 6% in North America. South East Asia was growing the fastest during this period.

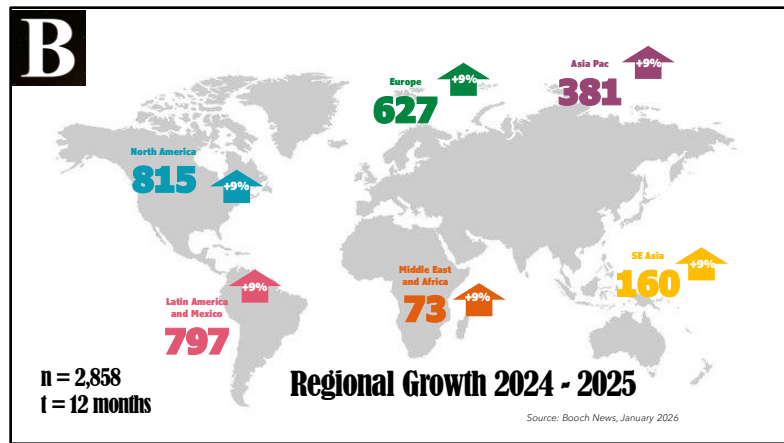
It's interesting that this was the time when the COVID pandemic was happening. I have interviewed a number of kombucha founders who started brewing kombucha during the pandemic. Other people stayed home baking sourdough bread, some made kombucha. Despite the challenges, companies survived by making home deliveries and then took off once the lockdown restrictions were lifted.



Here I extend the number over three years, so divide by three to get an approximate annua rate of increase. It was 10% or higher in Latin America, South East Asia, and Europe, but only 1% in North America.

This indicates North America was a maturing market where opportunities to launch new companies are limited.

However, it's important to remember, you will find that most people, even in a place like California where the commercial kombucha industry started in 1995 with GT Dave, still have not tasted kombucha.



For 2025, the last year for which I have numbers there is a steady 9% increase in the number of brands (both active and inactive) worldwide.

So, although these numbers include a large number of inactive brands, they show where relative growth is occurring in different regions over time.

Now, let's look in more detail at the top 30 counties in the world.

Country					Percent Change		
	2020	2022	2024	2205	2020-2022	2022-2024	2024-2025
1 USA	534	805	829	657	13%	4%	4%
2 Brazil	223	312	404	423	40%	29%	5%
3 Canada	126	141	136	145	12%	-4%	7%
4 Mexico	55	88	124	131	60%	41%	6%
5 UK	67	91	105	119	36%	15%	13%
6 Indonesia	35	59	100	103	69%	69%	3%
7 Australia	67	75	83	83	12%	11%	0%
8 India	23	44	61	71	91%	39%	16%
9 Malaysia	22	45	67	70	105%	49%	4%
10 Chile	23	33	49	54	43%	48%	10%
11 France	16	32	43	49	100%	34%	14%
12 Spain	18	25	35	39	39%	40%	11%
13 Russia	29	37	36	36	28%	-3%	0%
14 Italy	5	11	28	36	120%	155%	29%
15 Singapore	9	30	34	35	233%	13%	3%
16 Thailand	18	25	31	34	39%	24%	10%
17 Colombia	14	23	27	31	64%	17%	15%
18 Germany	22	29	28	31	32%	-3%	11%
19 New Zealand	32	32	27	29	0%	-16%	7%
20 Turkey	22	29	28	28	32%	-3%	0%
21 South Africa	13	24	26	27	83%	8%	4%
22 Sweden	15	18	25	26	20%	39%	4%
23 Netherlands	14	21	22	26	50%	5%	18%
24 Costa Rica	15	18	22	22	20%	22%	0%
25 Poland	9	12	20	21	33%	67%	5%
26 Argentina	4	9	19	21	125%	111%	11%
27 Taiwan	3	10	16	18	233%	60%	13%
28 Philippines	10	14	19	18	40%	36%	-5%
29 Ireland	10	15	16	18	50%	7%	13%
30 Denmark	9	12	15	18	33%	25%	20%

Source: SYMBIOSIS & Booch News

There's a lot of data in the chart and I won't go into every country, every year. But there are some interesting patterns of growth over the five years shown.

These are the top 30 countries in the world, ranked by the number of kombucha companies (currently operating or perhaps closed, but still online) in 2025, the last full year for which I have data.

The presentation will be available for download on Booch News so you can study the numbers in detail at your leisure.

Let's look at some of the highlights over time.

B

Country	Percent Change						
	2020	2022	2024	2205	2020-2022	2022-2024	2024-2025
1 USA	534	605	629	657	13%	4%	4%
2 Brazil	223	312	404	423	40%	29%	5%
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5 UK	67	91	105	119	36%	15%	13%
6 Indonesia	35	59	100	103	69%	69%	3%
7 Australia	67	75	83	83	12%	11%	0%
8 India	23	44	61	71	91%	39%	16%
9 Malaysia	22	45	67	70	105%	49%	4%
10 Chile	23	33	49	54	43%	48%	10%
11 France	16	32	43	49	100%	34%	14%
12 Spain	18	25	35	39	39%	40%	11%
13 Russia	29	37	36	36	28%	-3%	0%
14 Italy	5	11	28	36	120%	155%	29%
15 Singapore	9	30	34	35	233%	13%	3%
16 Thailand	18	25	31	34	39%	24%	10%
17 Colombia	14	23	27	31	64%	17%	15%
18 Germany	22	29	28	31	32%	-3%	11%
19 New Zealand	32	32	27	29	0%	-16%	7%
20 Turkey	22	29	28	28	32%	-3%	0%
21 South Africa	13	24	26	27	85%	8%	4%
22 Sweden	15	18	25	26	20%	39%	4%
23 Netherlands	14	21	22	26	50%	5%	18%
24 Costa Rica	15	18	22	22	20%	22%	0%
25 Poland	9	12	20	21	33%	67%	5%
26 Argentina	4	9	19	21	125%	111%	11%
27 Taiwan	3	10	16	18	233%	60%	13%
28 Philippines	10	14	19	18	40%	36%	-5%
29 Ireland	10	15	16	18	50%	7%	13%
30 Denmark	9	12	15	18	33%	25%	20%

Source: SYMBIOSIS & Booch News

Source: SYMBIOSIS & Booch News

Here's the percent change between 2020- 2022.

Singapore and Taiwan had explosive growth (remember the 40% growth rate in SE Asia?)

They were the years of rapid growth here in Brazil also.

Whereas somewhere like New Zealand (which I note in the magazine articles has the largest number of brands per capita in the world), was not growing at all. With a small population they were close to saturation.

B	Country	2020	2022	2024	Percent Change			
					2205	2020-2022	2022-2024	2024-2025
1	USA	534	805	829	657	13%	4%	4%
2	Brazil	223	312	404	423	40%	29%	5%
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5	UK	67	91	105	119	36%	15%	13%
6	Indonesia	35	59	100	103	69%	69%	3%
7	Australia	67	75	83	83	12%	11%	0%
8	India	23	44	61	71	91%	39%	16%
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11	France	16	32	43	49	105%	34%	14%
12	Spain	18	25	35	39	39%	40%	11%
13	Russia	29	37	36	36	28%	-3%	0%
14	Italy	5	11	28	36	120%	155%	29%
15	Singapore	9	30	34	35	233%	13%	3%
16	Thailand	18	25	31	34	39%	24%	10%
17	Colombia	14	23	27	31	64%	17%	15%
18	Germany	22	29	28	31	32%	-3%	11%
19	New Zealand	32	32	27	29	0%	-16%	7%
20	Turkey	22	29	28	28	32%	-3%	0%
21	South Africa	13	24	26	27	83%	8%	4%
22	Sweden	15	18	25	26	20%	39%	4%
23	Netherlands	14	21	22	26	50%	5%	18%
24	Costa Rica	15	18	22	22	20%	22%	0%
25	Poland	9	12	20	21	33%	67%	5%
26	Argentina	4	9	19	21	125%	111%	11%
27	Taiwan	3	10	16	18	233%	60%	13%
28	Philippines	10	14	19	18	40%	36%	-5%
29	Ireland	10	15	16	18	50%	7%	13%
30	Denmark	9	12	15	18	33%	25%	20%

Source: SYMBIOSIS & Booch News

The data for 2022-2024 shows different rates of growth.

Some countries (New Zealand, Canada, Turkey, Russia) saw a decline in the number of brands we could find online.

Look at what happened in Italy...

Country	Percent Change							
	2020	2022	2024	2205	2020-2022	2022-2024	2024-2025	
1 USA	534	805	829	657	13%	4%	4%	
2 Brazil	223	312	404	423	40%	29%	5%	
3 Canada	126	141	136	145	12%	-4%	7%	
4 Mexico	55	88	124	131	60%	41%	6%	
5 UK	67	91	105	119	36%	15%	13%	
6 Indonesia	35	59	100	103	69%	69%	3%	
7 Australia	67	75	83	83	12%	11%	0%	
8 India	23	44	61	71	91%	39%	16%	
9 Malaysia	22	45	67	70	105%	49%	4%	
10 Chile	23	33	49	54	43%	48%	10%	
11 France	16	32	43	49	105%	34%	14%	
12 Spain	18	25	35	39	39%	40%	11%	
13 Russia	29	37	36	36	28%	-3%	0%	
14 Italy	5	11	28	36	120%	155%	29%	
15 Singapore	9	30	34	35	233%	13%	3%	
16 Thailand	18	25	31	34	39%	24%	10%	
17 Colombia	14	23	27	31	64%	17%	15%	
18 Germany	22	29	28	31	32%	-3%	11%	
19 New Zealand	32	32	27	29	0%	-16%	7%	
20 Turkey	22	29	28	28	32%	-3%	0%	
21 South Africa	13	24	26	27	83%	8%	4%	
22 Sweden	15	18	25	26	20%	39%	4%	
23 Netherlands	14	21	22	26	50%	5%	18%	
24 Costa Rica	15	18	22	22	20%	22%	0%	
25 Poland	9	12	20	21	33%	67%	5%	
26 Argentina	4	9	19	21	125%	111%	11%	
27 Taiwan	3	10	16	18	233%	60%	13%	
28 Philippines	10	14	19	18	40%	36%	-5%	
29 Ireland	10	15	16	18	50%	7%	13%	
30 Denmark	9	12	15	18	33%	25%	20%	

Gambero Rosso
January 2024



Source: SYMBIOSIS & Booch News

The record-breaking 155% growth where the number of brands more than doubled, was noted by a leading gourmet magazine which claimed 2024 was going to be “The Year of Kombucha”.

I wrote about this in a January 7, 2024 posting in Booch News. That article links to an earlier post from February 23, 2023 where I wrote about ‘explosive growth’ of kombucha in Spain. However, the number of brands had nowhere near doubled.

So, what was going on in Spain?

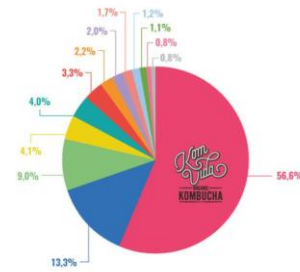
B

2020 – 2022: Crescimento Explosivo na Espanha

A líder de mercado Komvida escreveu:

"Nos últimos dois anos, o setor de kombucha na Espanha registrou um crescimento de mais de 580% em vendas. O faturamento passou de 3,1 milhões de euros em 2020 para 21,1 milhões de euros em 2022 – um verdadeiro marco para o setor.

Não poderíamos estar mais felizes com o futuro promissor que temos pela frente. Além disso, a Komvida é atualmente a principal empresa de kombucha na Espanha, com uma participação de mercado de quase 57%."



Source: Komvida & Booch News

Remember what I said about most countries having one or two leading brands and a ‘long tail’ of smaller companies? This is what is shown in Spain.

Market leader Komvida wrote:

"Over the past two years, the kombucha sector in Spain has seen sales growth of more than 580%. Revenue rose from €3.1 million in 2020 to €21.1 million in 2022—a true milestone for the industry.

We couldn't be happier about the promising future ahead of us. Furthermore, Komvida is currently the leading kombucha company in Spain, with a market share of nearly 57%.“

O número de seguidores da líder de mercado Komvida e de marcas menores na Espanha corresponde quase exatamente à porcentagem de vendas apresentada no gráfico de pizza do slide anterior.

Spain	Posts	Followers	
Komvida Organic Kombucha	1,421	159,000	62%
Mün Kombucha	2,719	32,960	13%
Ferment 9	138	18,200	7%
Kombucheria BioKombucha	238	11,700	5%
Ama Brewery	205	4,974	2%
Vitae Kombucha	1,014	4,744	2%
Mucha Kombucha	298	4,559	2%
Kombucha la Valiente	395	3,890	2%
Meraki Ferments	402	3,835	1%
Casa De La Kombucha	328	3,116	1%
Bioma Kombucha	284	3,109	1%
Soul K	118	2,749	1%
Gotic Ferments	380	2,072	1%
Vedrà Kombucha	658	2,049	1%

Source: Booch News, Jan 1, 2023

The number of followers of market leader Komvida and smaller brands in Spain corresponds almost exactly to the sales percentage shown in the pie chart on the previous slide.

This proves my measurements of social media presence correspond to sales, at least in Spain.

Going back to the timeline, looking at the growth in the top 30 countries from 2024 to 2025.

B	Country	Percent Change			
		2020	2022	2024	2025
1	USA	534	605	629	657
2	Brazil	223	312	404	423
3	Canada	126	141	136	145
4	Mexico	55	88	124	131
5	UK	67	91	105	119
6	Indonesia	35	59	100	103
7	Australia	67	75	83	83
8	India	23	44	61	71
9	Malaysia	22	45	67	70
10	Chile	23	33	49	54
11	France	16	32	43	49
12	Spain	18	25	35	39
13	Russia	29	37	36	36
14	Italy	5	11	28	36
15	Singapore	9	30	34	35
16	Thailand	18	25	31	34
17	Colombia	14	23	27	31
18	Germany	22	29	28	31
19	New Zealand	32	32	27	29
20	Turkey	22	29	28	28
21	South Africa	13	24	26	27
22	Sweden	15	18	25	26
23	Netherlands	14	21	22	26
24	Costa Rica	15	18	22	22
25	Poland	9	12	20	21
26	Argentina	4	9	19	21
27	Taiwan	3	10	16	18
28	Philippines	10	14	19	18
29	Ireland	10	15	16	18
30	Denmark	9	12	15	18

Source: SYMBIOSIS & Booch News

Growth in new bands slowed down worldwide, as we saw in my last map where it averaged 9% per region.

However, Italy is still growing, and India is emerging. I did a special series of profiles on Booch News about Indian kombucha companies, that you can find online.

Country	Percent Change						
	2020	2022	2024	2205	2020-2022	2022-2024	2024-2025
1 USA	334	405	429	657	12%	4%	4%
2 Brazil	223	312	404	423	40%	20%	5%
3 Canada	126	141	136	145	12%	-4%	7%
4 Mexico	55	88	124	131	60%	41%	6%
5 UK	67	91	105	119	36%	15%	13%
6 Indonesia	35	59	100	103	69%	69%	3%
7 Australia	67	75	83	83	12%	11%	0%
8 India	23	44	61	71	91%	39%	16%
9 Malaysia	22	45	67	70	105%	49%	4%
10 Chile	23	33	49	54	43%	48%	10%
11 France	16	32	43	49	100%	34%	14%
12 Spain	18	25	35	39	39%	40%	11%
13 Russia	29	37	36	36	28%	-3%	0%
14 Italy	5	11	28	36	120%	155%	29%
15 Singapore	9	30	34	35	233%	13%	3%
16 Thailand	18	25	31	34	39%	24%	10%
17 Colombia	14	23	27	31	64%	17%	15%
18 Germany	22	29	28	31	32%	-3%	11%
19 New Zealand	32	32	27	29	0%	-16%	7%
20 Turkey	22	29	28	28	32%	-3%	0%
21 South Africa	13	24	26	27	83%	8%	4%
22 Sweden	15	18	25	26	20%	39%	4%
23 Netherlands	14	21	22	26	50%	5%	18%
24 Costa Rica	15	18	22	22	20%	22%	0%
25 Poland	9	12	20	21	33%	67%	5%
26 Argentina	4	9	19	21	125%	111%	11%
27 Taiwan	3	10	16	18	233%	60%	13%
28 Philippines	10	14	19	18	40%	36%	-5%
29 Ireland	10	15	16	18	50%	7%	13%
30 Denmark	9	12	15	18	33%	25%	20%

Source: SYMBIOSIS & Booch News

We see the same slowdown in Brazil.

Next, as was shown in Spain, I will show the statistics for the most popular brands in the world as measured by the number of Instagram followers.

Followers: Ranking Mundial				
Brand	Posts	Followers	Following	Last Year
GT's Kombucha	2,651	261,976	2,589	1
JuneShine Co.	1,920	177,844	1,527	2
Health-Ade Kombucha	3,552	161,952	245	3
Komvida Organic Kombucha	1,909	161,248	5,393	4
Ciao Kombucha	90	151,486	3	*NEW*
Humm Kombucha	1,762	134,587	1,431	5
Remedy Drinks	3,876	93,535	7,219	6
Brew Dr. Kombucha	3,303	85,038	5,915	7
Flying Embers	64	73,677	46	8
Kômbu Chá Chá	1,166	70,121	2,574	10
Pod Kombucha	944	65,550	157	*NEW*
K-Happy Kombucha	1,285	53,546	1,771	11
Gula Fit	51	53,057	4,460	*NEW*
KeVita	1,192	51,839	5,417	12
Kombucha Bewow	291	51,743	2,442	13
PI Kombucha Tropical	643	49,699	1,233	*NEW*
Tao Kombucha	1,707	45,226	43	14
Mün Kombucha	3,030	44,985	2,801	16
Happy Culture Kombucha	1,085	43,995	2,963	*NEW*
Boochcraft	1,556	42,493	2,087	15

Estas são as principais marcas de kombucha "puras" (especializadas exclusivamente na categoria), classificadas pelo número de seguidores em dezembro de 2024.

A coluna da direita mostra a classificação de 2023.

Em termos de número de seguidores, a GT's é a líder constante, como seria de esperar de uma marca que criou a categoria.

Mais da metade está sediada fora dos EUA. Há seis marcas do Brasil, duas da Espanha, além de marcas da Austrália, Colômbia, Canadá, Portugal e Chile.

Source: Booch News, Jan 2026

These are the leading "pure-play" kombucha brands (specializing exclusively in the category), ranked by follower count as of December 2025.

The right-hand column shows the 2024 ranking.

In terms of follower count, GT's is the consistent leader, as one would expect from the brand that created the category.

More than half are based outside the US. There are six brands from Brazil, two from Spain, as well as brands from Australia, Colombia, Canada, Portugal, and Chile.

Next, let's look at the 20 most popular brands in Brazil.



Followers: Os 20 Melhores do Brasil

Brand	Posts	Followers	Following
Pod Kombucha	1,073	110,887	2
Gula Fit	127	54,115	4,410
PI Kombucha Tropical	703	53,114	1,378
K-Happy Kombucha	1,441	52,265	1,764
Tao Kombucha	1,880	47,597	119
Blozen Kombucha	210	33,379	0
Kombucha da Cá	3,993	21,146	7,167
Puro Verde Kombuchas	956	19,710	542
K. Probióticos	2,216	19,047	1,683
Booz Kombucha	370	17,681	4,074
Strappa Live Kombucha	980	16,635	2,770
Viver de Kombucha	592	14,995	3,039
Angélica Vieira Kombucha	1,113	14,057	1,839
Kobo Kombucha	474	13,392	2,822
Kombucha Bakana	913	13,584	3,762
Kombuchas da Sio	366	11,832	1,490
Alina Kombucha	1,179	10,244	2,945
Kav Kombucha	26	10,136	3,945
Physis Kombucha	152	10,071	1,301
Dwé Kombucha	428	9,448	2,436
Mais Kombucha	404	9,129	1,952
JEYYY Kombucha	582	8,760	2,305

Estes são os números do Instagram da semana passada. A Pod Kombucha conquistou 45,000 seguidores desde dezembro passado, consolidando-se claramente como a marca líder nas redes sociais.

Se você tiver alguma atualização ou correção para o Diretório Mundial, por favor, envie um e-mail para mim: ian@boochnews.com

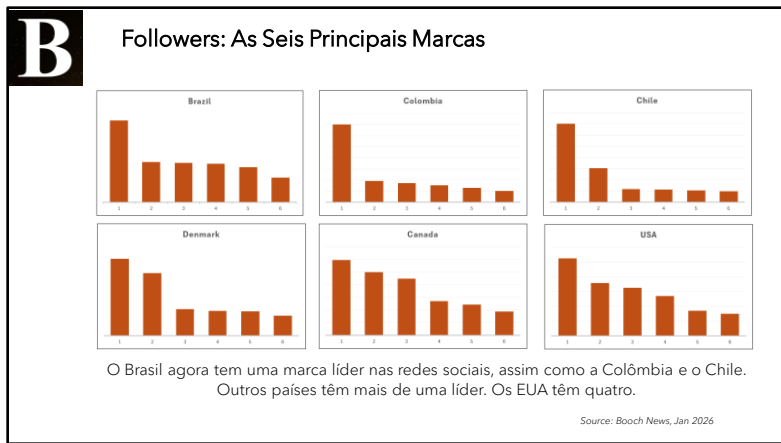
Source: Booch News Worldwide Directory, October 7, 2026

These are **last week's** Instagram figures. **Pod Kombucha has gained 45,000 followers** since last December, clearly establishing itself as the leading brand on social media.

You can see that as well as the number of Followers, I also list the number of Posts that were created in 2025.

I look into this in more detail in the January 2026 analysis on Booch News. You might be interested that only 19 brands in the world had more than 3,000 posts, including one in Brazil: Kombucha da Cá.

Again, if you have any updates or corrections for the World Directory, please email me at ian@boochnews.com



In many countries there are clearly a few ‘leading brands’ as measured by the number of Instagram Followers.

Since Pod Kombucha added Followers, Brazil now has one leader. Colombia and Chile also have one. In Denmark, there are two. Canada has three. In the USA, there are four leaders (GTs, Juneshine, Heath-Ade, and Humm).

After that, in all these countries, there is a ‘long tail’ where other brands have a small number relative to the leaders.

B

Booch News: January 2025

Há muito mais informações no Booch News, incluindo dados sobre o número de publicações das principais marcas, bem como um detalhamento regional. Há também uma análise das estatísticas do Facebook.

Não deixe de conferir novamente em janeiro de 2027 para ver os números deste ano.

Instagram

2025

Instagram

By Region

facebook.

2025

Instagram

2025 Social Media Stats: Instagram

This is the eighth annual report on the social media statistics of leading kombucha brands. At the end of 2016, we published an initial, informal survey of kombucha brand social media presence. At the time, we reviewed the stats on...

Instagram

2025 Social Media Stats: Instagram by Region

Following the recent Instagram post, I have broken out the results for the top three brands by number of followers for regions, countries, and states. This was very tough to track when talking up the numbers. I can't give details.

facebook.

2025 Social Media Stats: Facebook

This is the eighth in our annual series of social media stats for kombucha brands. It follows yesterday's report on Instagram stats. Facebook is the second most popular platform for kombucha brands, after Instagram. At the end of 2016, we published our...

Facebook

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Search

ARCHIVES

January 2025

CATEGORIES

Select Category

Source: Booch News, Jan 2026

There is much more information on Booch News that was posted in January 2026, including data on the number of posts by leading brands, as well as a regional breakdown. There is also an analysis of Facebook statistics.

Be sure to check back in January 2027 to see this year's figures.

But, to remind you once again, these numbers include kombucha companies that might be online but have closed.

21

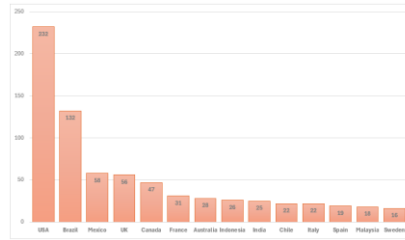
B

BUT...

aber, mais, maar, mas, ma, però, porém

B

Apenas 40% Das Marcas Estão Ativas Nas Redes Sociais!



Apenas 1.033 marcas atualizaram o Instagram no quarto trimestre de 2025 (das 2.584 presentes no diretório com uma conta no Instagram).

Source: Booch News, Jan 2026

Only 1,033 Brands updated Instagram in Q4, 2025 (of the 2,584 in the Directory with an Instagram account).

There were **just 31% accounts in Brazil that were active on social media: 132 of the 423 accounts listed in the Worldwide Directory.** They might have gone out of business, or are perhaps just too busy brewing 'booch to spend time posting updates.



And now, to conclude my presentation with some music!

On the Booch News home page you will see a link to a ‘Kombucha Playlist’.

This is a list of 16 songs about kombucha, sauerkraut, kefir, and other fermented foods and drinks. One of the most popular songs is , in English, ‘Our Fermented Future’.

The Brazilian música caipira artist Marina do Sertão created a Portuguese cover version titled ‘O Nosso Futuro Fermentado’.

Marina had planned to attend the conference and perform in person, but she has been unable to travel since falling off her horse in a cavalgadas last month.

So please, sit back and enjoy Marina do Sertão singing

about kombucha. 'O Nosso Futuro Fermentado'.

B

O Nosso Futuro Fermentado

Marina do Sertão



Meu bem, chega mais pra pertinho, vem brindar junto de mim,
Esse SCOBY foi da vovó, que cuidou dele até o fim.
Na varanda ao entardecer, vendo os vagalumes bailar,
Tua mão na minha, amor... kombucha pra namorar.

Dizem que vinho e flores fazem o amor acontecer,
Mas foi tua kombucha que me fez enlouquecer.
Fermentando o coração, ninguém falou mais verdade,
Teu SCOBY mora comigo... na cama e na saudade.

Vamos unir nossos SCOBYs, fazer dos dois um só,
Como culturas no pote, fermentando ao sol sem dó.
Teu *Lactobacillus* tem o sabor que eu procurei,
Teu *Brettanomyces* me lembra o amor que encontrei.

Vem unir nossos SCOBYs, amor, faz dos dois um coração,
Teu fermento e o meu seguindo na mesma direção.
Tu tens o *ácido acético*, eu tenho tempo e devoção,
Vamos borbulhar juntinhos, misturando a nossa paixão.

Tenho essa sensação de simbiose, tão bonito e tão real,
Teu SCOBY mora no peito, meu carinho sem igual.
Teu *Acetobacter* faz do doce um bem maior,
Como fizeste da minha vida um caminho bem melhor.

Vem unir nossos SCOBYs, deixa o tempo trabalhar,
Como o chá vira kombucha, nosso amor vai transformar.
Borbulhando lado a lado, cada dia um novo amanhecer,
Na varanda da fazenda, eu e você até envelhecer.

É o nosso futuro fermentado...
É o nosso futuro fermentado...
É o nosso futuro fermentado...

Link to the music is found here:

<https://www.boochnews.com/our-fermented-future-playlist/>



Be sure to check out ourfermentedfuture.com – a work of fiction (in English) that envisions the transformative journey of fermented foods, especially kombucha, from 2025 through 2100, sharing a captivating narrative that blends science fiction and fantasy to inspire new perspectives on fermentation's future.