

In the Latest 52 Weeks, Kombucha posted **\$698 Million** in sales with **185.3 Million** units sold

- Kombucha managed sales growth in the Conventional channel: mainly Grocery and Club, as the category continued to grow its presence year over year.
 - ✓ Dollar growth attributed to inflation; as price goes up, unit consumption goes down.
 - ✓ The same top 3 brands dominate the category YOY; and GTs has always taken more than half of the Kombucha sales YOY.

Kombucha Category	Latest 52Wks \$\$\$	\$\$\$ YAG	\$\$\$ CHG YAG	\$\$\$ % CHG YAG	Latest 52Wks Units	Units YAG	Units CHG YAG	Units % CHG YAG
TTL US MULO + NTRL/SPCLTY exc CONV	\$698,064,417	\$694,501,980	\$3,562,437	0.5%	185,296,406	196,717,688	(11,421,282)	(5.8%)
Total US – MULO	\$572,182,801	\$567,340,018	\$4,842,784	0.9%	150,138,207	159,597,571	(9,459,363)	(5.9%)
Total US – GROCERY	\$417,841,778	\$416,660,149	\$1,181,629	0.3%	111,174,645	117,803,451	(6,628,806)	(5.6%)
REGIONAL & INDPNDNT GROCERY	\$84,469,162	\$85,661,242	(\$1,192,080)	(1.4%)	22,066,436	24,072,648	(2,006,212)	(8.3%)
NATURAL / SPECIALTY CHANNEL	\$125,881,616	\$127,161,962	(\$1,280,346)	(1.0%)	35,158,199	37,120,118	(1,961,919)	(5.3%)
Total US – CONVENIENCE	\$23,734,308	\$28,574,327	(\$4,840,019)	(16.9%)	5,795,206	7,336,849	(1,541,643)	(21.0%)

TTL US MULO + NTRL/SPCLTY excludes CONVENIENCE Top 24 Brands = 97.6% of the Category (excludes PL)			
Latest 52 Weeks	\$\$\$ Sales	\$\$\$ Share	Unit Sales
GT KOMBUCHA	\$361,404,358	52.9%	86,310,630
HEALTH ADE	\$124,639,935	18.2%	33,287,918
KEVITA	\$53,956,285	7.9%	16,187,447
BREW DR	\$43,093,643	6.3%	12,860,511
HUMM	\$28,216,427	4.1%	9,502,287
LIVE RAW & ORGANIC	\$6,506,066	1.0%	2,392,085
AQUA VITEA	\$6,339,994	0.9%	1,724,669
WILD TONIC	\$5,927,205	0.9%	1,571,957
BETTER BOOCH	\$4,950,427	0.7%	1,667,063
ROWDY MERMAID	\$3,426,400	0.5%	1,012,385
REMEDY DRINKS	\$3,422,688	0.5%	1,156,537
MOTHER KOMBUCHA	\$3,315,355	0.5%	1,229,121
KOMBUCHA 221BC	\$3,304,208	0.5%	1,235,130
BIG EASY BUCHA	\$2,751,596	0.4%	791,082
REVIVE KOMBUCHA	\$2,629,149	0.4%	796,972
KOE ORGANIC	\$2,442,708	0.4%	630,555
BUDDHAS BREW	\$1,880,247	0.3%	430,014
FORAGE KOMBUCHA	\$1,763,946	0.3%	690,935
TRIBUCHA	\$1,656,847	0.2%	542,015
TAPUAT KOMBUCHA	\$1,237,843	0.2%	364,316
MARIN KOMBUCHA	\$1,104,657	0.2%	270,728
BUCHI	\$1,066,496	0.2%	387,262
THE BU	\$920,904	0.1%	385,009
LENNY BOY	\$890,437	0.1%	321,711

- In TTL US Grocery, looking at the latest 3 months Q2 2023 vs. Q2 2022 vs. Q2 2021 - the category's average prices in the last 2YRS, post pandemic and inflation, has climbed both in everyday and promoted price points.
 - ✓ Everyday Base Price in June 2023 up +\$0.25 or +6.3% vs. June 2022; up +\$0.42 or +11.1% vs. June 2021.

