



# inMarket inSights report card

## Where Do Kombucha Drinking Consumers Shop?

We've heard the stereotype for kombucha drinkers: health-conscious yogis who exclusively consume all organic produce — but this picture couldn't be further from reality. But whether you agree or disagree with this common archetype, the demand for this tasty fermented beverage is worth [\\$995M](#) each year and expected to hit \$2.8B by 2024 in the US alone. And thanks to inMarket's first-party, SDK derived location data, we've taken a refreshing perspective on the purchasing behaviors of kombucha drinkers, and have also confirmed a very different consumer profile that might surprise you.

In this inMarket inSights Report Card, we've ranked the top and bottom ten grocery chains based on their visitation frequency patterns. We first identified shoppers who purchased kombucha from January 2017 to December 2018 at any retailer — and then analyzed their grocery visitation patterns from the same period in order to uncover where this group shops. What emerged is a clear list of winners and losers, some of which were expected and other wild cards that would surprise astute industry analysts.

### Key Takeaways:



#### Top 10

Sacramento-based Raley's leads grocers as most popular among kombucha buyers, making the stereotype of Californians loving their trendy, health-conscious beverages in excess true.

Additionally, there are no midwestern or southeastern chains in the Top 10, implying that the stereotype of west coasters enjoying trendy beverages might very well be true.

5 out of the top 10 would be considered “western” chains, with two (Trader Joe's and Whole Foods) national chains with significant presence in the west.

The Top 10 includes obvious chains like Trader Joe's and Sprouts, but also surprises like northeast chain Price Chopper, and Smith's Food & Drug — although kombucha originated in ancient northeast China as a healing remedy, it's found its way back to the drugstores.

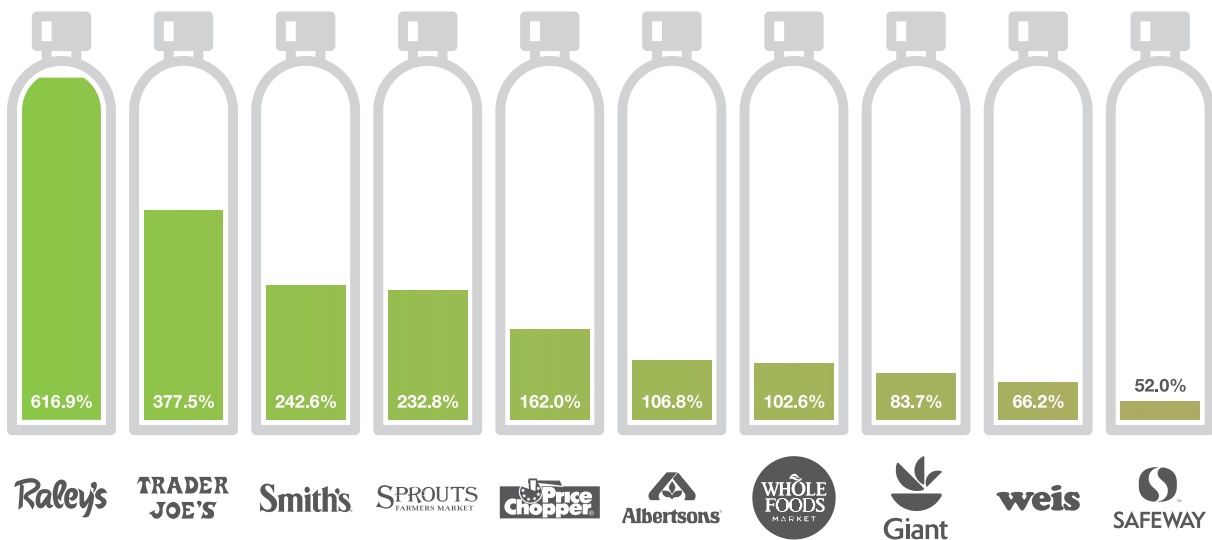


#### Bottom 10

Although some grocery chains with popularity in California are listed, the bottom 10 grocery chains amongst kombucha drinkers are largely located in the east coast.

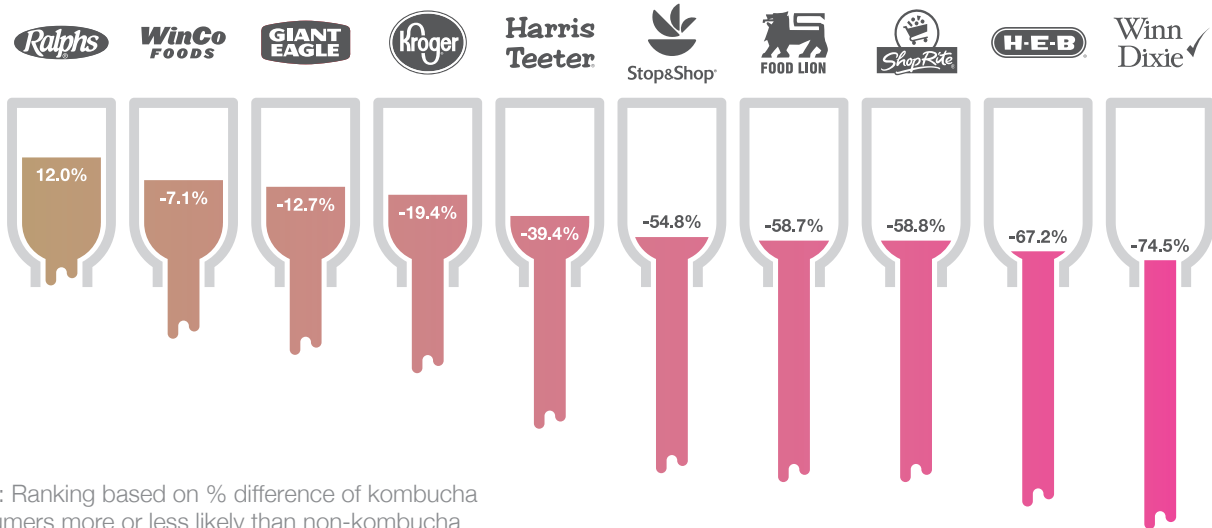
## Top 10 Grocery Chains Amongst Kombucha Drinkers

Based on inMarket Location Data from 50 Million Verified Consumers



## Bottom 10 Grocery Chains Amongst Kombucha Drinkers

Based on inMarket Location Data from 50 Million Verified Consumers



\*Note: Ranking based on % difference of kombucha consumers more or less likely than non-kombucha consumers visiting grocery chains.

At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.

To view additional Report Cards, please visit [inMarket inSights](#). For more information for inMarket inSights, or to learn about how inMarket's advanced segmenting and one-to-one in-store and out-of-store advertising programs can help you drive business, please [contact us today](#).