What do consumers want from functional beverages?

Today’s consumers are looking for a great tasting beverage that offers targeted nutrition.

- **27%** of all beverages launched globally in 2016 featured functional benefits.
- **52%** of consumers are interested in and actively buying food and drink products that “improve their general health and well-being.” 37% are interested but not actively buying.
- **73%** of consumers consider food and drink products fortified with added nutrients appealing.


For more information about formulating your next functional product with immune health benefits, visit [www.wellmune.com](http://www.wellmune.com)

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**Immune Health = Market Opportunity**

Top benefits consumers are interested in consuming in a food or beverage:

1. General Health & Wellness
2. Immune Health
3. Heart Health
4. Digestive Health
5. Bone / Joint Health

Source: Global Data 2015 Survey of 28,000 consumers in 31 markets.

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**Innovation in functional beverages can help manufacturers close the gap between interest and purchase behavior.**

- 87% of consumers are interested in purchasing beverages and foods with immune health benefits.
- 48% are actively buying beverages and foods with immune health benefits.

Source: Global Data 2015 Survey of 28,000 consumers in 31 markets.

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**What are the innovation opportunities for functional beverages?**

- Smoothies
- Hot beverages
- Enhanced waters
- Children’s beverages
- Nutritional beverages
- Sports and energy drinks
- Powdered mixes
- Milk and dairy beverages
- Effervescent drinks
- Beverage shots

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**When formulating with a functional immune ingredient, ensure that it meets the needs of your beverage delivery system.**

Look for ingredients that:

- Are supported by clinical research and efficacy data
- Can withstand manufacturing processes without degrading in quality or effectiveness
- Blend well with typical formulations without affecting flavor, sensory or stability attributes

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