

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.

Source: GlobalData, TrendSights Analysis: Wellbeing, Dec. 2016.

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.

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.

What are the innovation opportunities for functional beverages?



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

