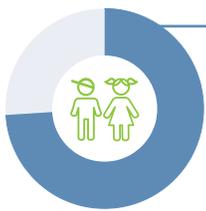


Ingredient Trends for Kids' Beverages

With more parents invested in their children's diet, functional beverages are quickly becoming a go-to source for providing the nutrition needed to help support their health and wellness.

Parents are invested in the ingredients of the beverages their kids drink.



74% of consumers globally pay a high or very high amount of attention to the ingredients used in the products they buy for their children.¹

VS

54% of consumers pay a high or very high amount of attention to the ingredients in the products they buy for themselves.²



Parents don't like to see sugar.

Nearly 1/2 of all consumers globally (48%) are actively choosing beverages that are low - or no-sugar.³

85%

of UK parents are trying to control the amount of sugar their children eat.



Out with sugar, in with health-focused beverages.

2/3



of consumers globally would be encouraged to buy foods or drinks targeted at children if they were better suited to nutritional or allergen requirements.⁴

83%

of consumers say that their choice of a product is always influenced by how it will affect their child's health and well-being.⁵

What health benefit should be in focus?



Immune health is the **#2** most desired functional benefit consumers want in a food or beverage. This is second only to general health and wellness.⁶



87%

of consumers are interested in products with **immune health** benefits.⁷

How can manufacturers capture this white space?

While interest is high, product availability is signaling an untapped market opportunity for beverage manufacturers.

Immune health claims were found on only 2% of children's food and drink products launched globally.

Grab more insights about the growing opportunities for children's drinks from our white paper, [Closing the Innovation Gap in Kids' Beverages](#).



Leading to Better

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1 GlobalData, Global Consumer Survey, Q1 2017
2 GlobalData, Innovation Opportunities in Healthy Food & Drink, 2015
3 GlobalData, TrendSights Analysis: Health & Wellness, August 2018
4 GlobalData, Global Consumer Survey, Q4 2017
5 Mintel, Children's Nutrition Insight, December 2017
6 GlobalData, Consumer Survey Q4
7 GlobalData, Consumer Survey, Q4 2015

