



What are Functional Beverages?

A functional beverage can be broadly defined as any drink with added health benefits, encompassing categories such as energy drinks, enhanced water, and plant milks, among many others. Consumers of functional beverages purchase and use them regularly—often daily—and typically consider them to be part of their holistic wellness routine.

Functional beverages is a wide category with many trends, like:

- Ingredients aligning themselves with nootropics to promote brain health
- Health claims around increased immunity
- Products designed to increase relaxation

By understanding functional beverage consumers, brands can craft distinct products that deliver solutions, meet expectations, and satisfy customers.

Functional Beverage Consumer:



Shopping

■ Beverage Consumer ■ All

More likely to shop at mass merchandiser



Agree “high quality is worth the extra money”



Agree “social media is a source for new brands”



Well-being

Top three conditions are:



Anxiety



Allergies



Depression

Over-index on most medical conditions, anxiety had a +26% increase.

Functional beverage consumers are more stressed about mental health conditions than “the news” and “lack of sleep”.



Nutrition

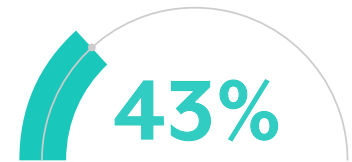
Top nutrition attitudes:

“Convenient foods help me be healthy”

“Research new health concepts”

“Avoid dining out to save money”

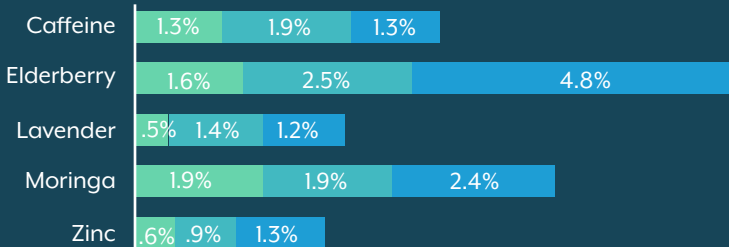
The most important health claim to them is “Energy Boosting”.



Functional Ingredients and Flavors Beverage Consumers are Talking About on Social Media

Top Growing Ingredients by Actual Growth

■ Oct. 2020 ■ Nov. 2020 ■ Dec. 2020



Top Growing Flavors by Actual Growth

■ Oct. 2020 ■ Nov. 2020 ■ Dec. 2020

