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# Cold Drink Summer: Trends in Innovative Drinks & Snacks

June 2022



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## Evergi™ Conversations:

Social listening data from Twitter and Instagram posts utilizing keywords related to wellness. Posts are tagged by product type and subtype, medical conditions, ingredients, need states, and associated keywords.

## Evergi™ Consumers:

Survey fielded semi-annually online with 5,000 US consumers age 21+. The first wave was fielded December 2020. This is a general population survey, census balanced on age, gender, and geography.

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## Introduction



Summer is here, full of warm weather, fun times, and travel. For many, this means packing the coolers, heading to the beach, and getting the snack bag ready for road trips. While today's customer has many snack and beverage choices, new options are continuously hitting shelves and fighting for cart space.

More and more, wellness consumers are looking for products that are made with **real food** ingredients with no added sugar or artificial sweeteners. **They like ingredients they can pronounce** and the benefit of **knowing what they are putting in their body**.

A third of consumers are looking for **hydration claims** when they shop for products, and just less than that are looking for **high-protein options**.

**Brand loyalty is big.** 75% of people reported buying the same brands often, indicating that when they find a brand they like, they will tend to stick with it.

Most agree that it is **worth the money to buy high-quality goods**, and that includes their snacks and beverages.

Let's look at some product innovations happening to help prep for this summer.

# Drink-Mix Powders and Tabs

Powdered drink mixes have come a long way over the years since Crystal Lite popped up on shelves in 1982. Along with a wealth of flavors, **mixes now come with a variety of functional benefits** for consumers looking for a boost over simple hydration.

Drink mixes are becoming more portable, in single-serving tubes or tabs that can easily be added to a water bottle. Many brands **highlight how powdered mixes are better for the environment because removing the water cuts down on plastic waste from bottles**, manufacturing those bottles, and reduced shipping costs. In addition, recent **aluminum and global supply chain challenges can be circumvented** by manufacturers looking to innovate in the drink space with these powdered innovations. Expect to see many more entrants in the coming year.

And while drink mixes for vitamins and supplements are still considered their own category (think Emergen-C or Metamucil), with brands adding benefits to everyday drinking water, the hope is to just **enhance hydration while delivering deliciousness**.



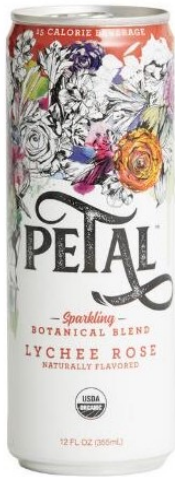
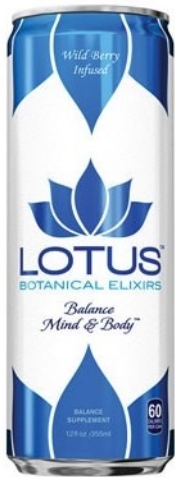
Waterdrop	Salud	Plink!
Waterdrops are single-serving tabs that dissolve in water. It comes in several flavors and benefits, including Boost with blackcurrant, elderflower, and acai, and Focus with lime, acerola, and green coffee. Each tab also offers various vitamins and functional ingredients, comes in a travel-sized tin of 12, and is formulated to help you drink more water.	The Mexican-inspired flavors from Salud offer drink mix sticks that combine hydration and immunity benefits, with a powdered coconut water base with added Wellmune, elderberry, and various other vitamins. Flavors include horchata, jamaica, and tamarind.	Winner of a pitch slam competition at a BevNet show, Plink! beverage tabs create a delicious fruity beverage, currently with three fun flavors. They are working to disrupt the industry by reducing plastic waste and taking the water out of the drink, reducing packaging and shipping costs.



# Botanically-Infused Beverages

After a century-long hiatus, **botanical and herbaceous beverages are back** and better than ever. Brands are looking for ways to infuse more plant parts into beverages. Moving past the days of fruit-on-fruit flavors, today’s beverages add bitter, savory, and floral elements to sparkling waters and sodas.

As non-alcoholic options continue to grow, we can expect to see more interesting flavored beverages continue to hit the shelves, **partly to help work as an alcohol replacer**. While they can be drunk on their own, many of these botanical blends make excellent **mixers for mocktails**, adding depths of flavors many standard seltzers and sodas lack.



Lotus Botanical Elixirs	Aura Bora	Petal
Lotus Elixirs are sparkling beverages infused with botanical extracts. Each can includes lotus flower extract, Rhodiola Rosea extract, schizandra berry, ginger extract, and fruit flavors. Lotus offers a line of superfruit flavored beverages as well.	<i>“So many flavors, all equally herbaceous.”</i> Aura Bora combines herbals and botanicals with sparkling water, including limited edition flavors like Tangerine Blossom.	Petal amps up the botanical flavors with sparkling water infused with florals like rose and dandelion, and herbs like mint and basil. Sweetened with a hint of agave, their flavor line keeps growing with original and unusual flavors.

# Energy Bites

Balls are the new bars. **Bite-sized nutrition is in, in a big way right now**, with more companies introducing balled-up snacks made with **all-natural, easy-to-pronounce** ingredients.

Many of these get their sweetness from dates, which are naturally sweet and make an excellent vehicle for other flavors and ingredients.

Added plant proteins come from nuts and grains for **high fiber snacks, perfect for on-the-go snacking** or a mid-day boost.

Energy bite purchases **are up 3% from last quarter**, with **8.9% of consumers having purchased some in the last three months**. For Trendy Enthusiasts consumers, who are usually the first to jump on new trends, this number bumps to 19.3%.



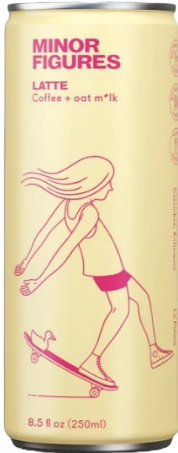
Complement Plant Bites	Nomz	Frooze Balls
Vegan protein bites combine organic real food ingredients with a complete amino acid profile to give you pocket-sized energy bites on the go. Each bite contains 14 grams of protein with just five simple ingredients.	These delicious little bite sized morsels come in four flavors, and are organic, vegan, gluten-free, and made without refined sugars. Perfect when you need a little bite of energy.	From New Zealand, the kiwis bring you Frooze Balls, little bite-sized plant-powered energy balls. These vegan and non-GMO snacks come in two varieties, classic balls and doubled filled, with fun flavors like PB&J, lemon cheesecake, and dark chocolate & raspberry.

# Oat Milk Lattes

RTD lattes are nothing new, but brands are finding ways to innovate against all the non-dairy options out there. **Oat milk is in its prime right now, with almost 10% of people having purchased some in the past three months.**

For their lattes, some brands like Verve are going so far as to formulate their own oat milk to perfectly harmonize with their brew. **For lattes, oat milk’s flavor and texture make it the preferred milk alternative,** which is why it’s gained so much traction so fast.

It is also the most sustainable option, with oat production requiring a *fraction* of the emissions, water, and land of dairy cows, almonds, and other alternatives. **6% of wellness consumers have reported purchasing an oat milk latte in the past three months,** and as more innovations arise, we expect that number to keep growing.



Pop & Bottle	Verve	Minor Figures
Pop & Bottle make oat milk lattes with functional ingredients, like antioxidants, collagen, and adaptogens. With flavors like mocha, matcha, and caramel, there is a latte for everyone. And with them being shelf-stable, you can stock up.	An exciting addition for Verve Coffee Roasters. Releasing June 2022, they will offer three new flash brew lattes with oat milk! Verve formulated their very own oat milk to use in these lattes to pair perfectly with their house-roasted coffee.	Friends from across the pond, Minor Figures in London has their own line of oat milk lattes, which includes matcha, mocha, and chai. As a Certified B Corporation, Minor Figures is doing what it can to offset its carbon emissions for improved sustainability.

# Upscale Pop

What if pop could be good for you? It’s no longer so far-fetched!

Craft sodas are taking off, offering **lower sugar options of favorite classics**, like cola, root beer, and the “Dr.” sodas, sweetened with organic cane sugar, agave, or stevia. While it may not be “health food” **there is less guilt** from drinking a can (or two) of these upscale pops.

Demand is likely there. 33% of pop drinkers prefer food made from **all-natural ingredients**, and 37% look for food with **no high-fructose corn syrup**. Over half (56%) of diet soda drinkers say that low sugar labels are important, so these healthier upscale pops might grab their attention.

## Gut-Health Soda

Piggybacking off the upscale pop trend are beverages that boost gut health. Dancing **between kombucha and pop, these blends incorporate prebiotics/probiotics to help strengthen the microbiome**. Many also offer a few classic colas, along with fun fruit flavors. The options for conventional pop replacements are growing! 4% of consumers report purchasing a prebiotic soda in the past three months.



Wave Soda	Poppi	Somersault Slow Brewed Organic Sodas
<p>“A soda you can feel good about!” This line of soda from Wave is all-natural, with only 10g of sugar and lowered caffeine. Wave is designed for people who want a healthier alternative to regular soda and a mild caffeine boost. Along with classic soda flavors, Wave also has fruit-flavored soda, with fewer than 25 calories per can.</p>	<p>What started as a way to alleviate digestive issues, Poppi exploded into a full-on beverage line, focusing on gut health and delicious flavors reminiscent of classic pop flavors like cola, root beer, and orange soda, along with cherry limeade and raspberry rose.</p>	<p>A true innovator, Somersault is an Australian brand that is slow brewing sodas with 50% less sugar than conventional soda. Slow brewed sugar and freshly crushed fruit lead to a clean-tasting brew in flavors like cola, pear &amp; lime, raspberry &amp; vanilla, and pink grapefruit &amp; ginger.</p>



# Functional Gum and Mints

There have been a lot of fun innovations in breath mints and gum. Instead of just freshening breath, you can now find mints that **include functional ingredients and adaptogens**, to make your daily habit a little more beneficial.

We’ve **seen gums and mints in the CBD and cannabis space** as well, offering a discrete way to get a dose. Other brands like Nude Mints even improve digestive health while freshening breath. **Almost a third (32%) of people look for products that support digestive and gut health**, so this is a promising take.



Neuro Mints	Nude Mints	Rev Gum
Neuro Mints combines functional ingredients with breath-freshening herbs and spices with two formulations and four tasty flavor options. One mint for Energy & Focus and the other for Calm & Clarity, you can Alice-in-Wonderland your mint eating experience.	Based on the theory that bad breath stems from the gut, Nude Mints are revolutionizing the way people freshen their breath. After the outer shell dissolves in the mouth and freshens breath, the inner capsule is meant to be swallowed, where it sets to work improving gut health and alleviating bad breath burps.	With as much caffeine as a shot (or two!) of espresso, Rev Gum delivers energy with a breath-freshening chew. They are a sugar-free and portable alternative to energy drinks.

# Protein Cookies

Cookies may be the most perfect food on the planet. All the better if they're packed with some extra protein and nutrients.

We are seeing the rise of a more functional bakery that doesn't sacrifice taste. Instead of reaching for chalky protein bars, **brands are hoping people will take a tastier approach to post-workout protein loading or mid-day snacking**, where added fiber helps customers feel fuller, longer.

**Protein cookie purchases are up 20%** from last quarter, with 15% of people saying they have purchased in the past three months. **Keto cookies are on a similar trajectory**, capturing 9% of people, up from 7% last quarter.



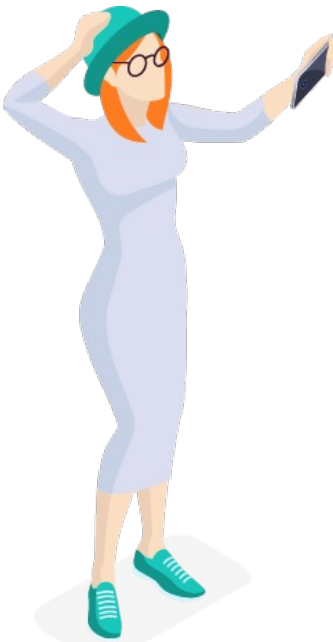
Munk Pack	Lenny & Larry's	Barbell Bake Shop
Munk Pack cookies pack 16g of protein into each delicious cookie. While they are not keto-friendly, they are vegan and gluten-free.	Even though they've been around since the '90s, Lenny & Larry's mission to add more protein to tasty baked goods continues. These cookies thrive as keto, and other high-protein diets become more mainstream. They offer high-protein cookies in many different flavors, with vegan and non-vegan options.	Inspired to make a better-for-you bakery, Barbell Bake Shop bakes up high-protein, high-fiber, low-sugar baked goods, including classic black and white and chocolate chip cookies. With a mission to inspire healthier eating habits, they strive to make the tastiest pastries with a healthy twist.

# Trendsetting Snacks

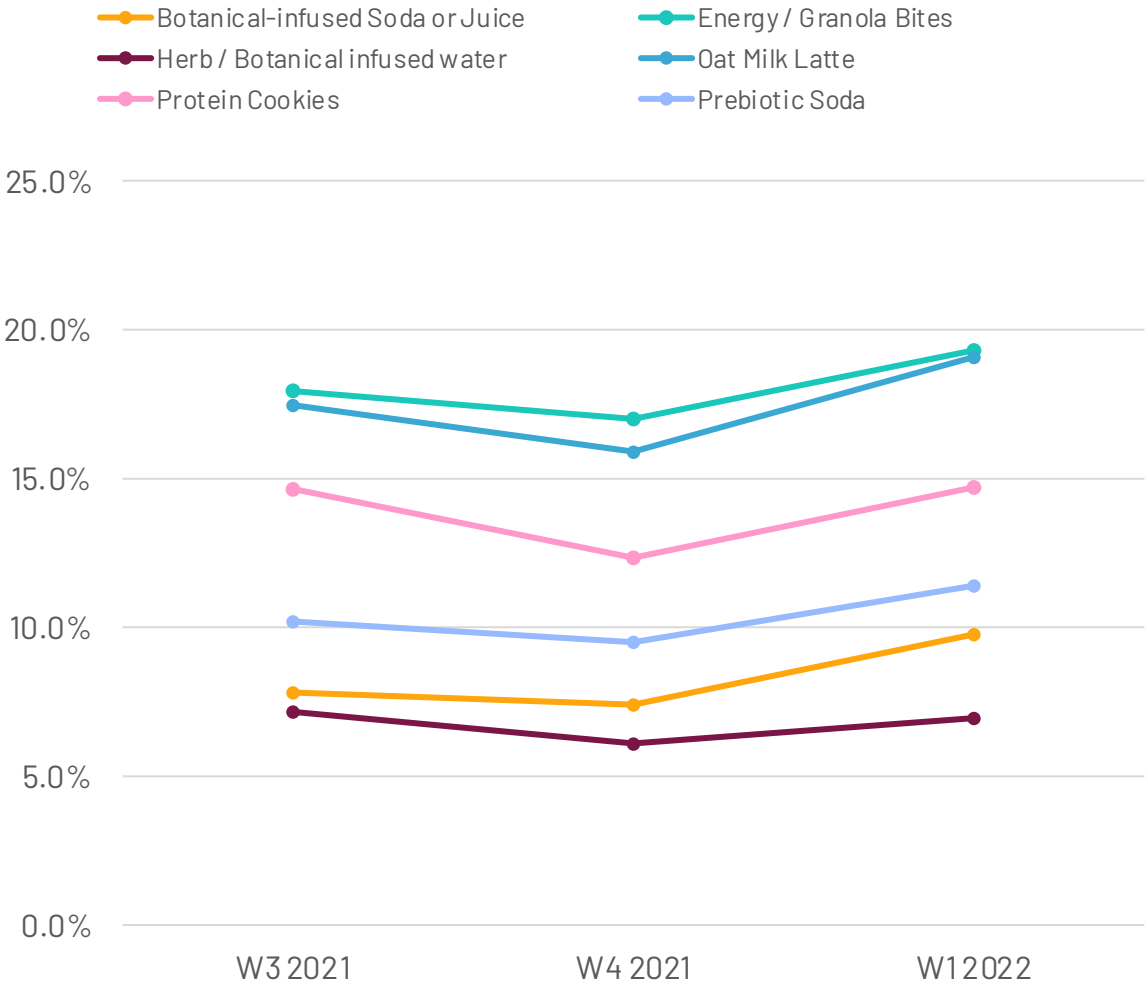
When we look at food trends, **our Trendy Enthusiasts segment** leads the way. They are the ones on the lookout for innovative kicks and are usually the first to try new things.

We looked at snacks and beverages that over-index among the Trendy Enthusiasts and found that purchases of the items we’ve covered are on an uptick as we enter Summer.

Get out there, enjoy your summer nosh, and give some of these innovations a taste to see what all the fuss is about.



## Snacking Trends!



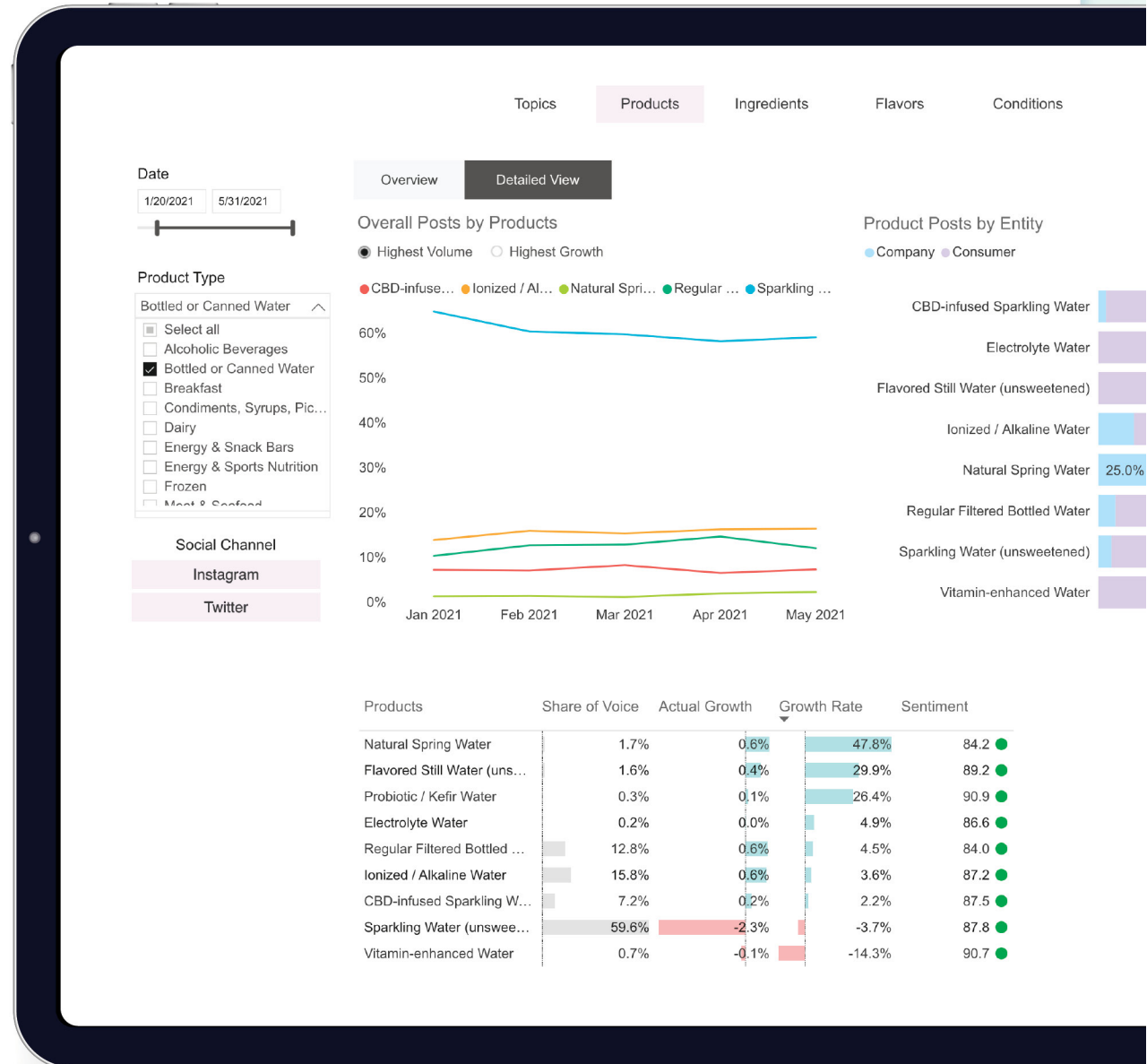
# Evergi for Beverage Companies

Evergi is an insights platform that helps marketing and innovation teams validate emerging trends for their next new product. The platform integrates consumer surveys and social listening for a 360° view of trends – all in an easy-to-use dashboard. Filter the data by product type, desired need state, demographics, and more.

## The platform includes data on 100+ products and ingredients including:

- Enhanced Water
  - Alkaline
  - Botanicals
  - CBD
  - Probiotics
  - and more!
- Sparkling water
- Pre/Probiotic Sodas
- Nut Milks
- Energy Drinks & Shots
- Collagen
- Ashwagandha
- Reishi Mushroom
- Lion's Mane
- Cordyceps

To learn more about our insights solutions for wellness, [request your demo here](#).





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