

What's Trending In Beverages?



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Agenda

- Health & Wellness
- Functional F&B Stats
- Functional Beverages
- H2O+ Makes A Splash
- Digestive Health
- Alcoholic Beverages
- Snacks With Benefits
- Key Takeaways



Health & Wellness

Of a 7,500 respondent survey in six countries, McKinsey found **79%** of respondents said **wellness** is **important**, and **42%** consider it a **top priority**

ReportLinker research estimates the global market for **health and wellness foods** to be worth **\$764 billion** with a CAGR of **4.8%** between 2020-2027

According to the Food Industry Association's 2021 *Power of Produce* report, during the pandemic, **44%** of grocery shoppers say they are putting more effort into **healthful eating** and **71%** of grocery shoppers say **nutrition and health** is a primary or important reason for purchasing fruits and vegetables.



Functional Food & Beverage

Mintel found nearly **70% of consumers** currently use products that feature a **functional benefit**, and **40%** use products with **three or more functionalities**

Functional food and beverage sales increased **9.4% to \$78 billion** last year, according to New Hope Network

59% of U.S. consumers are seeking out functional beverages, but **will not repurchase if the taste is off**, according to The Hartman Group

According to Kerry's 13,000 people study across 16 countries, **42%** said they had **increased their purchases of functional or fortified foods and beverages** since the pandemic



Immune Health

One in three (33%) consumers said they would be interested in **purchasing fruit and vegetable juices** if they contained ingredients that **promoted immune support**

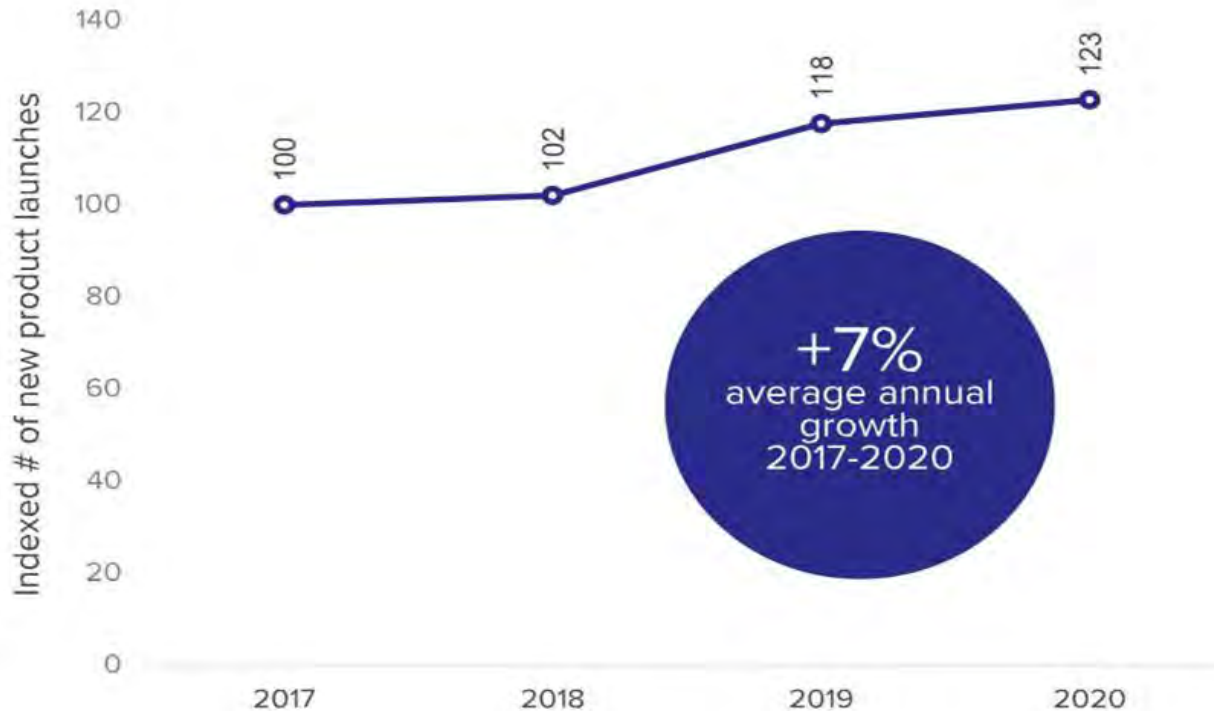
Other categories seen as a good fit for **immune health benefits** include spoonable yogurt (31%), dairy-based drinks (28%) and hot beverages (24%), according to Kerry

Between 2016 and 2019, **juice with an immunity claim** grew **9%**, **43%** in **flavored bottled waters**, and **32%** in **energy drinks**, according to Innova Market Insights



Steady rise in launch activity featuring citrus flavors

Indexed number of food and beverage launches tracked with citrus flavors
(Global, Index 2017=100)



Source: Innova Market Insights



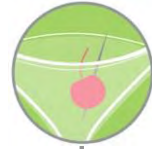
Immunity + Citrus

87% of U.S. consumers are interested in products with **immune boosting ingredients**, and **78%** of those consumers are interested in **vitamin C**, according to FMCG Gurus

“Health-signaling flavors and ingredients like citrus have benefited from this focus on immunity.”

Citrus flavors are trending, accounting for **25% of global soft drinks** launches in 2020, according to Innova Market Insights

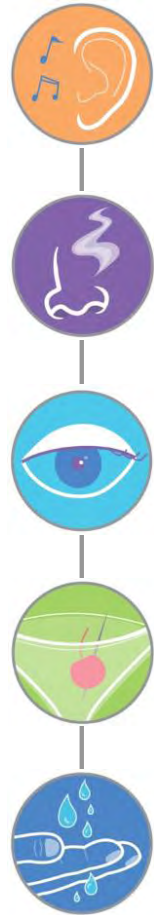
According to Mintel, **immunity claims in citrus** flavored new **beverage** launches have increased **3%** from the previous five years



Functional Beverages



H2O+ Makes A Splash

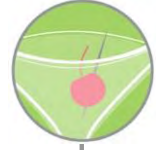


Digestive Health - Pre & Probiotics

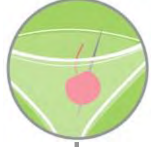
Soft drinks with **prebiotics health claims** saw an average annual growth of **+34%** (Global, CAGR 2016-2020), according to Innova Market Insights



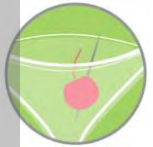
Alcoholic Beverages



Snacks With Benefits



43% of U.S. adults said that staying healthy and living longer was a top wellness goal they wanted to achieve with their food and beverage choices, according to The NPD Group



Key Takeaways

Overarching Theme Health & Wellness

- Functional Beverages
 - Juice
 - H2O
 - Tea
 - Coffee
 - Low/No Alcohol

Benefits

- Immune Health
- Digestive Health
- Energy
- Calming/Relaxing
- Recovery





thank you!

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