

Functional Beverages. A Healthy Trend.



Brought to you by:



Source Support By:

Associate Professor Dr. Ivan Ho Chun Wai
Department of Food Science, Faculty of
Applied Sciences
UCSI University

The trend; an example...



A few decades ago, a coke-cola and a happy face used to be all a beverage company needed to generate profits. But a thing changes in which the consumers have recently decided that carbonated sugar water doesn't please their palates like it once did.

Why there is such a dramatic shift in consumer preference? This probably due to drinks are no longer just about tasting good or merely satiating thirst. Consumers want more from their beverages, and they are looking at functional beverages as a mean to reach their proactive health and wellness goals.



Functional health benefits are a major driver of beverage innovations. Winners in the fast moving shifting beverages landscape today are finding success in functional beverages.

Here are three of the specific consumer niches and health benefit-driven trends manufacturers are capitalizing on to create value-driven and successful functional beverages.

1. Old aged senior represent a consumer segment in need of beverages that support health and wellness.

2. Stress affects us all and is quickly becoming a growing market for nutritional beverages

3. On-the-go functional beverages for parents with young children.

1. Old aged senior represent a consumer segment in need of beverages that support health and wellness.



The market opportunity for senior nutrition is large and yet quite undeserved.

For example, according to the UN's World Population Aging Report, the global population over the age of 60 is expected to grow by 56% by 2030, but if you look at supplemental nutritional drinks – just one segment of the beverage market for older adults – you can see a clear white space.

In 2014, sales of supplemental nutrition drinks primarily targeting older adults in Western Europe and North America were \$1.4 billion, yet the baby food market in the same regions was \$14.2 billion, reported by Euromonitor International. With underserved markets and a consumer focus on health and wellness, functional beverages with immune system health benefits have a prime opportunity.

2. Stress affects us all and is quickly becoming a growing market for nutritional beverages.



One of the most detrimental effects of a stress is the suppression of the immune system and, therefore, a greater risk of illnesses such as upper respiratory tract infections. Science-backed ingredients that are clinically proven to support the immune system during times of stress can be incorporated into innovative beverage solutions to provide a compelling offer that addresses this concern.

3. On-the-go functional beverages for parents with young children.



Keeping children well is a top concern for parents, because it is not just the children's health at stake, it is that of the entire family. As a result, a growing number of parents are looking to proactively support their children's health through functional beverages they can take with them, such as fruity waters, juices, smoothies and dairy beverages. Overall, these trends are shaking up the growing functional beverage market. Brands that take advantage of them to create products that offer targeted benefits consumers can enjoy and feel good about will be better positioned to capture market share.



Thank You

