



# The Evolution of Functional Beverages On-Trend & Within Reach



## Thirsty for Healthy Innovation

Modern consumers are prioritizing their health more than ever before, and as a result, the demand for nutritional solutions in convenient formats has grown exponentially. This elevated demand has led to rapid growth within the functional beverage marketplace, where consumers want refreshments to do more than just quench thirst.

The demand for better-for-you beverages goes beyond a one-size-fits-all health benefit; rather, consumers are seeking tailored solutions promoting specific health benefits conducive to their nutritional goals.

Currently, the most sought-after claims revolve around vitamins, protein, immune support, and weight management, while emerging trends include brain and digestive health.

**The US functional beverage market is forecast to grow at a CAGR of 6% from 2022-2032.**

Source: Global Newswire

**63% of beverage consumers are interested in functional beverages**

Source: The Hartman Group, Functional Food & Beverage and Supplements, 2020



## CONSUMERS WANT BEVERAGES WITH BENEFITS

In addition to great taste and refreshment, consumers are interested in beverages that offer functional benefits including:

	Hydration	<b>65%</b>
	Immune Support	<b>59%</b>
	Energy	<b>58%</b>
	Cognitive Health	<b>54%</b>
	Sleep/Rest	<b>53%</b>
	Digestive Health	<b>51%</b>

Source: The Hartman Group, Functional Food & Beverage and Supplements, 2020

## Trending Functional Beverage Platforms

- Adaptogen Coffee
- Antioxidant Waters
- Digestive Health CSDs
- Immune Support Energy Drinks
- Mood Support Sparkling Waters
- Plant-Based Protein Drinks
- Rapid Rehydration Sports Drinks

## How ADM Can Help Create Your BFY Beverage

We are your full-service partner in the beverage industry, providing the **beverage formulation expertise** and the **comprehensive portfolio** you need to succeed:

- Robust capabilities in sugar reduction and taste modification, including bitterness masking
- Application expertise, from functional water through functional juicy still drinks
- Trend-forward and innovative solution offerings
- Full pantry of functional ingredients in different categories, including: botanicals, microbiome solutions, proteins, fibers and more



Contact us to start building your BFY beverage, today. Find out more at [go.adm.com/BFYbeverages](https://go.adm.com/BFYbeverages)

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