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Functional Foods
& Beverages

Market Watch



functional

[ˈfəNG(k)SH(ə)n(ə)l]

ADJECTIVE






1. of or having a special activity, purpose, or task; relating to the way in which something works or operates

What’s all the buzz about functional foods?

Functional foods and beverages have been in high demand for some time, and that trend shows no signs of slowing. This begs the question: what makes a food or beverage functional?

In essence, any food or beverage can be considered “functional” if it delivers benefits to our well-being. Water in and of itself is the most functional of the ‘functional beverages’: it hydrates, and we can’t survive without it.

But when we take a step beyond this essential offering, we find many ways in which foods can be fortified to deliver a variety of functional benefits. Here are some of the most popular additives being used in the beverage arena to help elevate our performance – both physically and mentally:

 Adaptogenic Herbs	Promote relaxation and aid the body in adapting to stress. Examples include turmeric, elderberry, reishi mushrooms, and vitamin B12.
 Collagen	Known to deliver cosmetic and youthful skin benefits.
 Nootropics	Supplements used to boost cognitive function such as mood, focus, memory, creativity, and motivation. Omega-3 fatty acids, L-theanine, and ginseng are noted examples.
 Botanicals	Clean, pure ingredients that can deliver benefits such as energy and immune boosts, healthy skin, and improvements in memory and focus.
 Pre- and Probiotics	One of the most common functional additives, they are widely used to aid digestive health. Fermented beverages like Kombucha, kefir and enhanced waters are go-tos.

how the consumer sees (& hears) it

Wakeup. Relax. Boost your immunity. Improve your digestion. Boost your vitamin intake. Recover more quickly from exercise. Enhance your mental acuity. Relieve stress.

The claims are seemingly endless!

These functional benefits are sought out by consumers of all ages, and this benefit-seeking group is no longer a niche market.

- 40% of global consumers say they would find coffee products positioned with vitamins and minerals appealing.¹
- One-third of coffee drinkers would rather drink functional coffee than take vitamin supplements.²
- 24% of consumers say they drink or eat products that contain probiotics.³

1. FMCG Gurus 2 & 3. Mintel



market watch



Pepsi® Café, a coffee-infused cola featuring two times the caffeine of traditional Pepsi®, aims to address the afternoon energy slump.

Starbucks Medium Roast Ground Coffee with five essential B vitamins claims “to help keep your body running at its best.”



Aqua Kefir's line of **sparkling probiotic beverages**, fermented with non-dairy kefir cultures, touts digestive and cognitive benefits in a range of on-trend fruit flavors.

Blackberry Chai by Recess contains hemp and adaptogens to help promote a calm state of mind.



Nutrient-packed **Remedy Organics Golden Mind** is a plant-based, protein-backed beverage containing prebiotics, adaptogenic herbs, DHA omega-3s and MCT oil for overall wellness nourishment.