

Mapping functional beverages

Enabling a leading beverage manufacturer to identify the needs of each consumer



Quick overview

With the rise of the millennial population, there is growing consumer demand for functional and healthy food & beverage products. To meet the requirements, manufacturers invest in research and launch unique functional beverages with engaging flavors. Our client understood the evolving trend for functional beverages and wanted to map existing products and identify opportunities in the marketplace.

Client success details

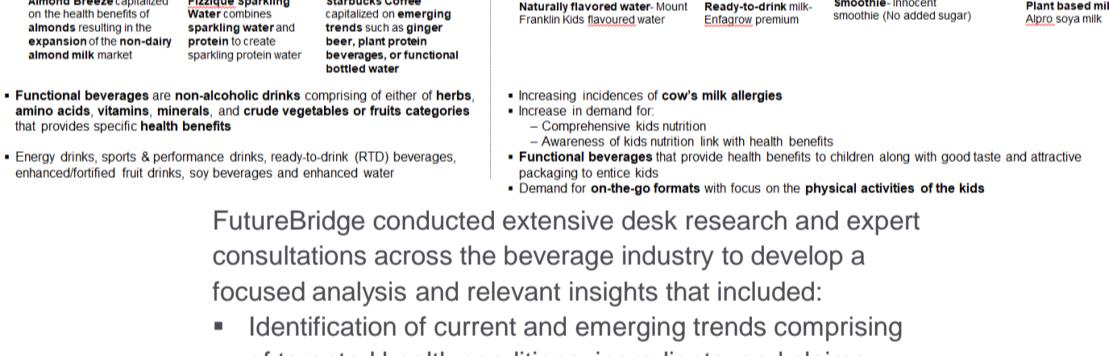
The support and insights delivered by FutureBridge helped our client gain insights on the currently available functional and healthy beverages, and their active ingredients.

FutureBridge supported our client to identify the potential markets and target segments with whitespaces for its product launches. We answered a number of questions for our client including:

A major global survey claims more than four in 10 consumers have increased their purchases of functional foods, beverages, and supplements since the onset of the pandemic

- What are the current and emerging trends in the beverages industry? What are the emerging concepts?
- What are the regulations associated with functional beverages?
- Which novel active ingredients claiming health benefits are emerging in the beverages sector?
- What are the features and clinical evidence regarding the safety of the identified active ingredients?

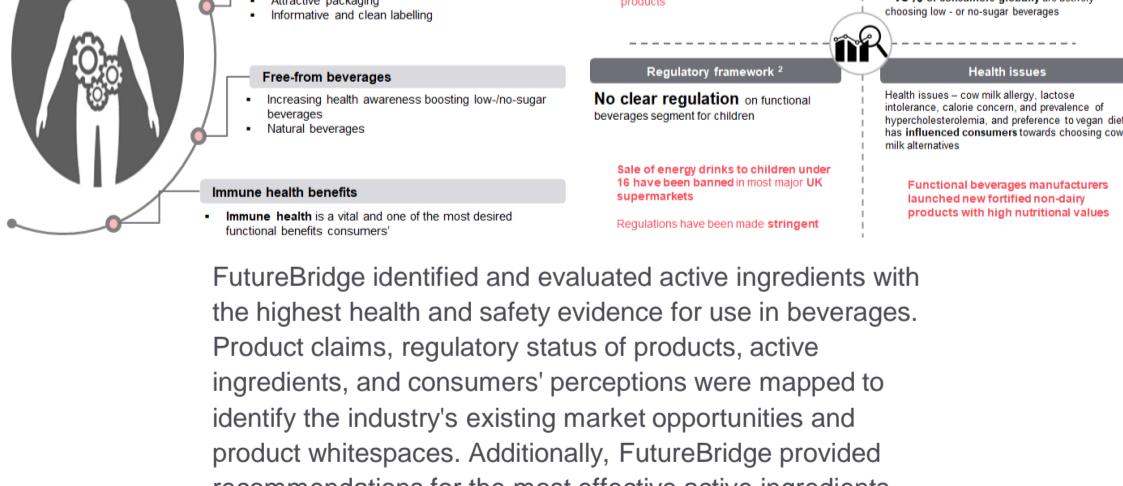
Need for comprehensive nutrition and awareness of its link with health benefits drive the nutritional entities to enter the untapped segment of functional beverages



FutureBridge conducted extensive desk research and expert consultations across the beverage industry to develop a focused analysis and relevant insights that included:

- Identification of current and emerging trends comprising of targeted health conditions, ingredients, and claims
- Assessing features and clinical evidence on safety of the identified active ingredients used in beverages
- Identifying emerging product formats and associated positional claims
- Understanding regulatory framework and their impacts

Functional ingredient fortification, attractive packaging are driving; whereas unpleasant taste due to low sugar content, standard regulations are whitespaces



FutureBridge identified and evaluated active ingredients with the highest health and safety evidence for use in beverages.

Product claims, regulatory status of products, active ingredients, and consumers' perceptions were mapped to identify the industry's existing market opportunities and product whitespaces. Additionally, FutureBridge provided recommendations for the most effective active ingredients clients could use in their new functional beverages.

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.

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