

Functional Drinks: Incl Impact of COVID-19 - US - April 2020

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"The growth of functional drinks is driven by busy consumers seeking shortcuts to enhanced health, primarily by younger adults and parents. While brands should stay on the pulse of the needs of this core audience, opportunities remain to reach older adults with products that support the healthy aging process."

- Karen Formanski, Health and Wellness Analyst

This report looks at the following areas:

- Anxious consumers during COVID-19 may seek out new, and old, functional benefits
- The pandemic will trigger a shift in functional drink positioning
- The competition between functional drinks and supplements
- Trending functional claims and ingredients

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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