

Functional Drinks - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- External factors influencing the functional drinks market
- Trends within brand strategies and market opportunities
- Experience and interest with functional claims
- Functional drink frequency and consumption occasions
- Functional drink ingredients consumed
- Desired packaging formats and features for functional drinks
- Attitudes toward functional drinks

Functional drinks may technically differentiate themselves from the beverage aisle based on their associated wellness claims, but flavor remains the point of introduction. Even across the spectrum of label reading behaviors, a factor commonly associated with wellness inclinations, flavor over function is nearly equal in power in the decision pipeline.

Inflation is present and threatens to wear on consumers' perceptions of functional drink relevance; but these drinks' position as everyday couriers of basic nutrition as well as conduits of flavorful anytime refreshment can keep functional drinks evergreen.

Generating initial curiosity through intriguing flavors can trigger further investigation into products. Connecting existing ingredients to larger functions can seal the deal with scientific justification for whim purchase; communicating benefits of consistency can deepen engagement with existing users.



“Functional drinks are a rapidly evolving space, challenging brands to keep pace with emerging trends without losing sight of the basics. In any case, flavor serves as an introduction; working backwards to connect related ingredients to micronutrients and their broader functions can satisfy thirst, with science-backed wellness to justify whim purchase.”

– **Adriana Chychula, Analyst**

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