

Beverage Blurring - US - January 2019

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This report looks at the following areas:

- Hybrids invigorate cluttered beverage aisle
- Budding yet low hybrid use
- Younger, ethnically diverse generations show high engagement
- But don't forget consumers over 40
- Diverse opportunity for development and targeted positioning
- Keep innovation on the fringe of familiar



"Category-defying hybrid drinks have been at the heart of growth and innovation in the non-alcoholic beverage market. Opportunities lie in expanding drink occasions, reaching a wider range of consumers, and continuing to integrate innovative ingredients and new functional benefits into hybrid beverages."

- Mimi Bonnett, Director -
Food and Drink, Foodservice

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- **Pair energy with other functions**
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- **Abbreviations**
- **CHAID methodology**
- **TURF methodology**
- **Correspondence Analysis methodology**

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