

As consumer preferences shift towards healthier lifestyles, the demand for functional foods and beverages has taken centre stage. The functional beverages market is especially driving the growth with a projected CAGR (2024–2029) of 6.53%, starting from an expected size of USD 213.74 Billion in 2024 (Mondor Intelligence).

Gut health

The most used claim! Probiotics and prebiotics, known for their potential positive impact on digestive health, are becoming more important in formulations.

Inavea™ Baobab Acacia, Nexira - Organic, reduced CO₂ and proven prebiotic effect

Cluster Dextrin, MCLS Europe - Manufactured from corn starch utilising enzymatic reactions

Lactobacillus Rhamnosus Probiotic, Anthem Biosciences - Boosts probiotic content



Energy

Energy and alertness have indeed been the second most used claim in the functional beverage space, second only to gut health.

VegiSURGE Natural Caffeine, Anderson Advanced Ingredients - Increases adrenaline and prolongs the life of cyclic AMP

Armony Italian Concentrated Extract, Vida - 100% nature with no preservatives/dyes

Red Ginseng Powder Extract, Nexira - Replenishes and balances vital energy



Immunity

Foodnavigator identifies immunity as a key trend in the food space for 2024, seeing a shift from using just supplements to food with immunity benefits.

Red Ginseng Powder Extract, Nexira - A nootropic and adaptogen easily usable for functional beverages

Lemon Myrtle Dried Leaf Fine Cut, Australian Native Products - With no caffeine; a soothing and therapeutic option

Natural Ashwagandha, Bharadwaj Ayurveda - Produced with no added preservatives



→ Check all ingredients for nutrition and health

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