

Functional drinks

What R&D needs to know

What? Functional beverages are non-alcoholic drinks containing non-traditional ingredients like minerals, vitamins, amino acids, dietary fibres, probiotics, added raw fruits, etc. (Science direct)

Over 50%

of beverage launches with functional claims from 2018 until 2022 focused on gut health, energy & immunity. (Innova Market)

213.7B \$

is the expected size of the functional beverages market in 2024. (Mondor Intelligence)

6.53%

projected CAGR (2024–2029) driving the growth of the functional beverage market. (Mondor Intelligence)



Other key functional claims

Immunity • Memory and cognitive function • Hydration • Beauty • Sleep • Weight management

1·2taste

Sources: Innova Market, Mondor Intelligence, 1-2-Taste