



We Bring **INNOVATIONS** *Into*
Global Food **Local Asian Markets!**



Beverages

Market Trends 2017

IGD
FOOD
INGREDIENTS

FDS
FOODSERVICE

CFD
CONSUMER
FOODS

CHC
CONSUMER
HEALTHCARE

SFI
SERVICES FOR THE
FOOD INDUSTRY

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Beverages: Key Trends in 2017



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Consumers want to 'feel the benefit' and they are willing to try a variety of routes to get it. Addition of high fiber functional ingredients such as inulin, chia seeds, flax seeds as well as other pro- and pre-biotics help to improve good digestion and gut health.

According to Zenith Global (2017), global sales of alternative waters increased by 21% in 2016 to more than US\$2.7 billion. Coconut water dominates the alternative waters market, accounting for 96% of volume and 86% of value in 2016. Asia Pacific and South America are expected to be the fastest growth markets for coconut water. The main opportunities for brands in the alternative waters market are identified as including providing premium, craft, organic and 'not from concentrate' plant waters.



Source from: New Nutrition Business, December 2016.

Beverages: Key Trends in 2017



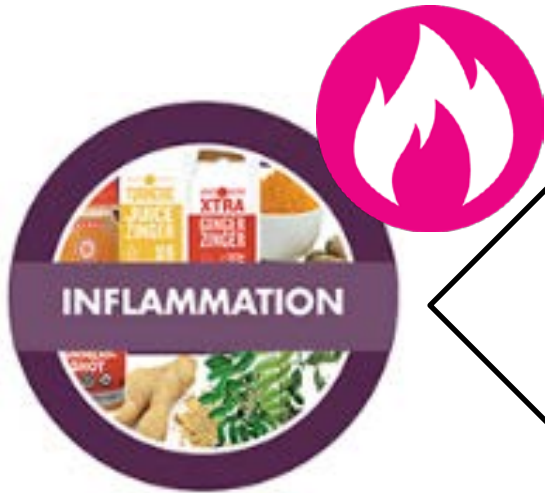
Natural foods are becoming more attractive in sport. Regular food companies, that are not sports-oriented, are finding success if they attach their product to consumption for sport.

Consumers create their own definition of what is a healthy diet – mixing health and indulgence, or vegan and meat-eating – and experimenting with new tastes at a pace that larger companies struggle to keep up with. According to a just-drinks report (2016), premiumisation trend is fueling growth in drink categories.



Source from: New Nutrition Business, December 2016.

Beverages: Key Trends in 2017



Inflammation. It's a trend that seemingly faces several challenges, but if you want to know what the next "gluten-free" is going to be. Consumer awareness of inflammation is slowly rising with "naturally functional" anti-inflammatory ingredients such as turmeric attracting much attention.

Growing interest in protein has expanded the appeal of sports nutrition products to a wider audience that includes a variety of lifestyles and generations looking for easy, high-quality nutrition. The RTD high-protein beverages formulated with blends of dairy and soy protein performed better in flavor liking than all dairy- or all plant-based beverages.



Beverages: Key Trends in 2017



Drinkable breakfasts and the “snackification” of beverages are fueled by consumer interest in nutrition and performance drinks that act as meal replacements and guilt-free snacks.

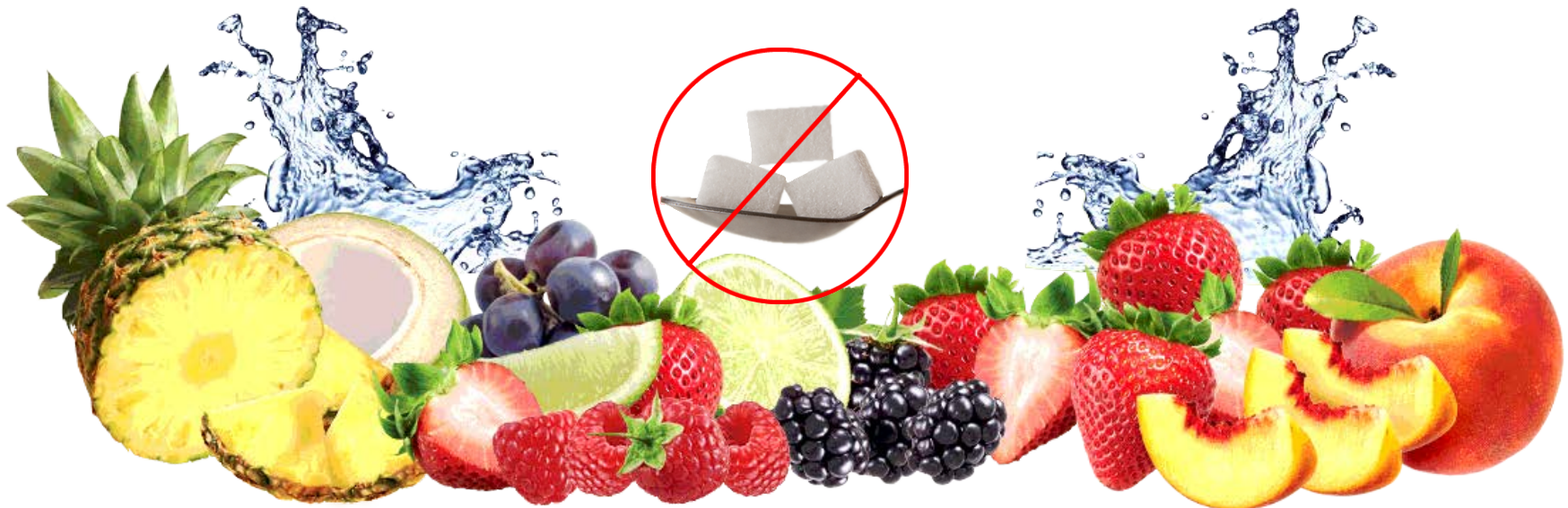
People are now starting to embrace good fats in their diets in order to promote good health. Reducing consumption of sugar-sweetened beverages to reduce the risk of childhood overweight and obesity (WHO, 2017).



Beverages: Key Trends in 2017



Reducing consumption of sugar-sweetened beverages to reduce the risk of childhood overweight and obesity. Inulin and Oligofructose can be used as fat and sugar replacer which provide similar technological benefits with lower calories value.



Source from: New Nutrition Business, December 2016.

Inulin in Beverages Application

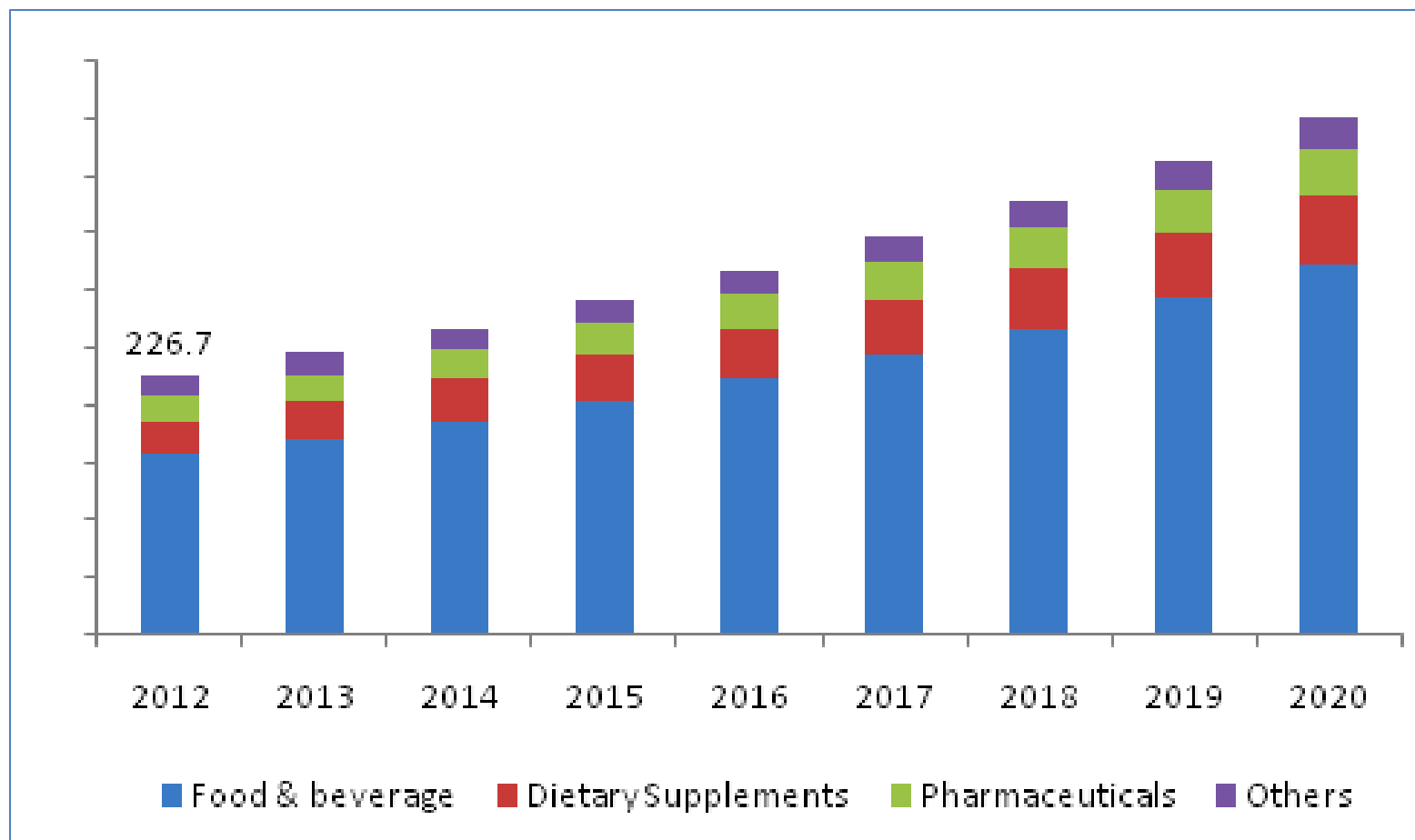


- Beverage is expected to remain the largest application segment over the forecast period owing to gaining importance of functional ingredients for improving gut health function and reducing sugar level.
- Increasing awareness towards low calorie and sugar reduction on account of rising diabetes prevalence is expected to play a crucial role in driving inulin market growth over the forecast period.



Source from: Grand View Research, 2015.

Global Inulin market volume by application, 2012-2020, (Kilo Tons)



Source from: Grand View Research, 2015.

Market Examples

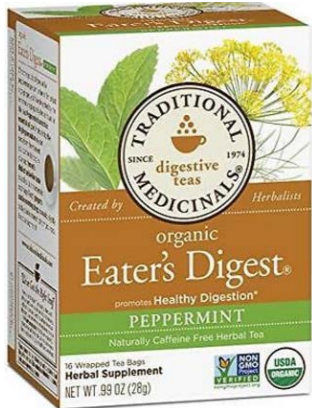


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Digestive Wellness 2.0



**Karma Probiotics
Wellness Water, USA**



**Traditional Medicinals
Organic Belly Comfort
Peppermint Tea, USA**



**Jus Probiotic
Cold Brew
Coffee, USA**



**Harvest Soul Veggie
Beet Fusion Chewable
Juice, Atlanta**



**High Vit Drive
Vitamin Drink, UK**



**La Vie Digestive Aid Wellness
Box, Canada**



**ProNourish™ Low
FODMAP Nutritional
Drink, USA**

Digestive Wellness 2.0 - with Inulin



Sanitarium Fiber Start, Australia



Emmi Energy Milk, Switzerland



Vega® Probiotics, USA



FRS Low Cal Orange Energy & Endurance Drink, USA



Carnation Breakfast Essentials Grab 'n Go!, USA



Daily Greens™ Half Pints, USA

Plant Based



Berri Pro Plant-Based Fitness Beverage, USA
Plant-based electrolytes



SaladPower Variety Pack Juice, USA



Happy Tree Maple Water, USA



INVO Coconut Water, UK



Ripple Plant-based Milk, USA



Super Detox Me 3 Day Body Restart Juice Cleanse, USA

Sportification



**Zenful Fulvic Mineral
Infused Electrolyte Drink,
USA**



**M-SPORT Sport D
rinks, Thailand**



**Golazo Hydration
Drink, USA**



BodyArmor SuperDrink, USA



**BeetElite Neo
Shot, Austin**



**TRUE Sugar-free Sports
Drinks, Sweden**

Protein



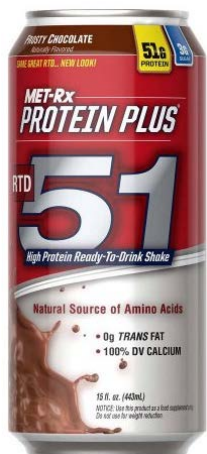
SkinnyGirl Protein Shakes, USA



Mars High Protein Drink, UK



White™ High quality protein drink made from pure egg whites, Denmark



MET-Rx Protein Plus RTD 51 Frosty Chocolate High Protein Ready-To-Drink Shake, USA



V8 Protein Shakes, USA



E-hydrate Kids Protein On-the-Go, USA

Inflammation



Trivita Nopalea Juice, Australia



Bhakti Chai Toasted Coconut Almond Blend, USA



Temple Turmeric Super Lights Beverage, USA



Anti-Inflammatory Drinks - ARYA's Curcumin+ Beverages, USA



Cheribundi Tart Cherry Juice Drink, USA

Snackification



Ocean Spray Diet Cranberry Juice Drink, USA



Kirin's Afternoon Tea, Japan



Innocent Smoothies, UK



Robinsons Fruit Shoot My 5 Apple & Pear, UK



Capri-Sun Orange Juice Drinks, Germany



Cawston Press Apple & Summer Berries Kids, UK

Up with Fat, Down with Sugar



**Nutrisoy Omega
Soy milk - Less
Sugar, Singapore**



**Sofit Soya Milk-
Mango, Indonesia**



Mamma Chia Chia Squeeze, USA



Drink Chia™, USA



**SlimFast Meal
Replacement Shakes, USA**



**Sustagen® Diabetic,
Australia**

Good Carbs, Bad Carbs



Alopro Organic Original Fresh Soya Drink, EU



Good Karma Probiotic Cultured Flaxmilk Beverages, USA



Rude Health Oat Drink, UK



Arla Protein Milk Drink, Denmark



Fuel10K Quark with Raspberry and Blueberry, UK



Oatly Oat Drink, EU

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