



*Total solutions & services*

for the **ASIAN FOOD SUPPLY CHAIN**



**Industry.**



**Retail.**



**Foodservice.**



**eCommerce.**



**Services.**

# Market Insights



- The skin care industry had been working extensively in challenging nature and coming up with an elixir potion to prolong the life of skin cells.
- Beauty drink is a generalized term that includes all sorts of beverages that contain **beauty benefiting amino acids, vitamins, minerals and antioxidants**, becoming one option in retaining the natural beauty during the battle against ageing.
- The global beauty drinks market was valued at USD 700 million in 2016 and is expected to reach around **USD 1.3 billion by 2023** with an estimated CAGR of 11.8%.
- **New active ingredients** being identified by extensive research and higher scope for applications in skin care industry are providing a huge profitable opportunity for the global beauty drinks market, aiding it towards a substantial growth in the coming 5 years.

# Market Insights



- An expansion of consumer base for healthy and nutritionally valued products has occurred globally.
- Increasing pollution and changing lifestyles resulted in early signs of ageing in the crowds, acting as a driver for the beauty drinks market.
- Rapid growth in beauty conscious population has been witnessed in the developing countries during the past 5 years.

# Market Segmentation

- Free radicals are culprits for skin ageing as they cause oxidative damage that breaks down dermis and epidermis, leading to skin ageing.
- Major ingredients used in beauty drinks include **vitamins, minerals, fruit extracts, coenzymes and proteins.**
- New products with antioxidants have also been successful in delaying the early signs of ageing.
- **Collagen protein** based products have been produced extensively constituting over 45% of the total product range.
- Upon beneficial research findings, **fruit extract** and **coenzyme** based products are expected to grow substantially dominating the sector in the coming 5 years.

# Regional Analysis



- Europe holds the largest share of 35% in the sector due to its highly matured fashion industry followed by North America with 28%. **Asia-Pacific**, with occupying **21%** of market share is an emerging and highly encouraging market due to huge health conscious populations.

# Key Players



- AMC labs, Beautific Beauty labs, Ocoo, Juice generation and Lumina skin care are the major players in the beauty drinks sector with their products accounting to over 80% of the market share.



*OCOo beauty drink supplies the deepest layers of your skin with a proper daily dose of nutrients from the inside.*

**Source: Mordor Intelligence, 2017.**

# Key Players



- Beauty & Go, with their latest product range employing bioactive drinks, is aiming to establish its dominance over the market.



*Beauty and Go is the first beauty drink enriched with MacroAntioxidants® from the skin of fruits with a highly antioxidant capacity.*

# Key Players



- Juice Generation came up with the idea of Activated Greens, and was successful in luring the customers to buy their products.



*Juice Generation is taking their cold-pressed juices to another level with new ranges include three charcoal-activated juices and two clay-infused shots made to beautify you from the inside-out.*



# Big Players



- AMC Group
- Asterism Healthcare plus, Inc.
- Beatific - Beauty lab
- Groupon
- Toma Guapa
- YouTonics
- Era Biotechnology Co. Ltd
- Fabula Health
- Fauchon
- Hangzhou Nutrition Biotechnology Co. Ltd
- Hoshinokagaku Co Ltd
- Juice Generation
- Kinohimitsu
- Lov Organic
- Lumina Skin care
- Ocoo

# Market Examples

# Anti-ageing



**Beauty & Go: Bio-active Beauty Drinks (Anti-aging)**  
Contains **pomegranate, raspberry, and hibiscus** together with collagen and hyaluronic acids helps to fight with aging skin.



**Fix Anti-aging Beverage (Acai Raspberry, Orange Pineapple, Strawberry Kiwi and BlueBerry Pomegranate)**  
Anti-aging beverage formulated with water, erythritol, beta carotene, **monk fruit extract, magnesium lactate and sodium citrate.**



**Avalon Beauty: Steam Cell Beauty Drink**  
First beauty drink in Singapore that contains young orchid stem cells, **litchi seed extract**, premium french **marine collagen** and combination of **fruit extracts**, where helps to reduces appearance of wrinkles and fine lines

# Anti-ageing



## Kinohimitsu Japan Beauty Drink Collagen

Helps to make the skin smooth and firm which rich in malic acid, vitamin C, **lemon and lychee extract**.



## Active Gold Collagen

Contains collagen, vitamin, **minerals**, glucosamine, and chondroitin to promote younger-looking skin.



## Regulatpro Hyaluron- Anti – Aging Drink

Designed to maintain healthy and beauty which contains hyaluronic acid, **biotin**, zinc, natural silica, and copper directly to the heart of the skin, hair, and connective tissue.

# Radiance



## Beauty & Go: Bio-active Beauty Drinks (Radiance)

Contains natural grape **seed extract, collagen,** hyaluronic acid, and aloe vera pulp which help in regenerative and scar healing properties.



## Vitness Beauty Vitamin Drinks

Helps to protect and repair against oxidative damage caused by UV and pollution which rich in **zinc, selenium,** vitamin C and E.



## V8 Veggie Brand Red Radiance (Watermelon / Guava )

Contains **concentrated vegetables juices, concentrated fruit juices,** pink guava puree, citric acid, and vitamin C

# Radiance



## New Moon Inner Radiance Collagen

Helps skin look radiant and youthful which contains collagen, **glutathione**, vitamin C and E.



**Vtrue Radiance Water**  
Contains 25 different **plant extracts**, along with necessary vitamins and **minerals** that helps to maintain a sooth and moisturized texture.



**ARYA Curcumin (Citrus/ Berry/ Tropical)**  
Provides antioxidant properties which made with **bioactive turmeric extract**.

# Detoxifying



## Beauty & Go: Bio-active Beauty Drinks (Detox)

Helps against skin aging and maintain clean body which consists of **cucumber and apple juice extract and enrich with broccoli, dandelion and spinach extracts.**



## Detox Delight

Contains **Schisandra berry extract**, organic rosewater, aloe vera, hibiscus flower, and **minerals** that helps maintains moisture of skin.



## Kold Press Juice Kompany

Increase skin elasticity and lean muscle mass which made with alkaline water, watermelon, pomegranate, lime and **chia seeds extract.**

# Detoxifying



## Herbal Clean QCarbo32

Formulated for people with higher toxin levels which contains unique blend of **herbs and minerals** that able flushes out all the toxins quickly.

## Juice Generation Daily Detox

Contains **fruit extract** (carrot, cucumber, apple, lemon, ginger) and **biotin** that helps to clean the toxins in body.

## Nutreov Physcience Universal Detox

Made with birch sap (water from birch tree) and combination of **plants extracts** which helps promote digestion and cleanse the body as well as contributes to the detoxifying function of liver.



# Vitality



## Beauty & Go: Bio-active Beauty Drinks (Vitality)

Contains **pineapple**, ginkgo biloba, guarana, collagen, and **hyaluronic acid** which helps to keep energy.



## Revive Natural Vitality Drink

Brain-boosting fruit juices which made from **21 fruits and superfruit extracts**.



## K-Ginseng Vitality Drink

Contains **red ginseng extract**, ganoderma lucidum extract (reishi mushroom), **fresh ginseng**, fruit sugar, vitamin C, and **citric acid** that helps to rejuvenate body and minds.

# Vitality



## Tropicana Essentials Vitality Juice

Designed to reduce tiredness and fatigue which contains **pineapple juice, apple juice, banana puree, kiwi puree, white grape juice, spinach puree, magnesium lactate, spirulina extract, and sunflower extract**



## Nestle Vitality Drink

Contains **concentrate lemon juice**, lemon pulp, natural flavor, and **stevia leaf extract** for maintains freshness of mind.



## KOR Vitality- Turmeric

Has anti-inflammatory properties which contains organic turmeric roots, **organic lemon extract** and organic fresh Thai young coconut.

# Collagen Protein



## Collagen + Beauty Milk Protein Drink

Enriched with essential vitamins, hydrolysed collagen, **green tea extract, and minerals** which improved skin elasticity and hydration.



## Fat Blaster Collagen & Coconut Beauty Boost

Helps to keep the skin radiant and resilient which contains **apple juice, pineapple juice**, coconut water, collagen, vegetable gum, **emulsifier, and antioxidant.**



## Diva Collagen Beverage

High in **vitamin C, minerals** and collagen that helps to reduce wrinkles and regeneration of skin cells.

# Collagen Protein



## Laneige Collagen Drink

Formulated with fish collagen and **natural extract from red orange and pomegranate** for moisturized skin.



## The Beauty Chef Collagen Inner Beauty Boost

Designed to address skin firmness, free-radical damage and fine lines which contains **blueberry, acai, papaya, zinc** and vitamin C.



## NeoCell Collagen +C

Has antioxidants properties that contains **pomegranate extract**, green tea, **sodium**, vitamin C, and collagen type 1 & 2.

# References



- Mordor Intelligence. (2017). Global Beauty Drinks Market - Growth, Trends & Forecast (2018 - 2023).