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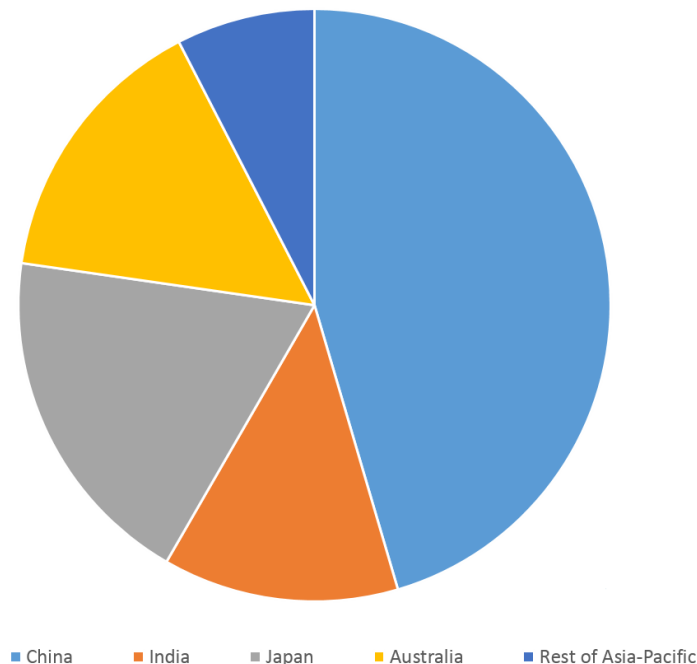
Market Trend of Functional Beverage By Region – Asia

Asia-Pacific Functional Beverages Market Insights



- The Asia-Pacific functional water market is poised to register a CAGR of 8.36% during the forecast period of 2018-2023
- Asia Pacific is the fastest growing market of functional drinks
- Demand from Chinese and Japanese market is fuelling the growth of the market in this region.
- India is expected to be one of the fastest growing market in Asia Pacific region with growth rate in double digit in the coming years.

Functional Water Market: Revenue Share (%), by Country, Asia-Pacific



Source: Mordor Intelligence, 2018a; Persistence Market Research, 2018

Emerging Market Trend



- Health awareness drives the market of functional beverages – i.e. drinks with ingredients like **vitamins**, **minerals**, and **amino acid** that provide additional health benefits
- There is a rise of attention in the consumption of functional water infused with **herbal extracts**
- There is an ongoing opportunity for energy & sport drink manufacturers in Asia to meet consumer interest in **traditional medicine** and familiar **plant-based ingredients** i.e. – Valerian root, Honey, Plant Extract, Traditional Chinese Medicine, Longjack.
- **Botanicals** are appealing to consumers' taste buds, while also offering functionality. i.e. – Chamomile, Ginger and Matcha
- **Floral flavour** – Jasmine, Rose, Elderflower, Hibiscus and Chrysanthemum

1.0 Addition with Vitamins and Minerals



Tropicana's Essentials Vitamin Power

Ingredients: Orange Juice (31%), Apple Juice (26%), White Grape Juice, Pineapple Juice (7%), Mango Puree (7%), Carrot Puree (3%), Guava Puree (3%), Passionfruit Juice, Kiwi Puree, Vitamins C, E, B1, B2, B6



Viva's Mind Energy Drink

A unique energy drink with Green Tea Extract, B Vitamins & Ginkgo

Ingredients: Water, Apple Juice Concentrate, Isomaltulose, Citric Acid, Natural Pineapple & Mangosteen Flavourings, Theanine From Green Tea Extract, Ginkgo biloba Extract, Natural Caffeine, Steviol Glycosides, Vitamins (B3, B5, B6, B2, B1)



C-vitt's Vitamin C Drinks

Flavours: Pomegranate, Lemon, Orange

With 200% of the recommended daily dosage of vitamin C or the same vitamin C content from the consumption of 6 lemons



Vita 500's Vitamin Drinks

Flavours: Orange, Blueberry, Passion Fruit, Grape

Ingredients for Passion Fruit Flavour: Purified Water, White Grape Syrup (Natural Sugar), Passion Fruit Juice Concentrate, Ascorbic Acid (Vitamin C), Citric Acid, Trehalose (Natural Sweetener), Natural Flavours, Erythritol (Natural Sweetener), Trisodium Citrate, Pectin, Stevia Extract (Rebaudioside A), Salt, Malic Acid, Orange Extract, Niacinamide (Vitamin B3), Riboflavin (Vitamin B2), Calcium Pantothenate (Vitamin B5), Hesperidin, Licorice Extract, Pyridoxine Hydrochloride (Vitamin B6)

1.0 Addition with Vitamins and Minerals

Glaceau's Vitamin Water

Flavours: Refresh Tropical Mango, Power-C Dragon Fruit, Energy Tropical Citrus, Focus Kiwi-Strawberry, Breeze-Strawberry Watermelon, xxx Açai-Blueberry-Pomegranate, Essential Orange-Orange, Vital-t Lemon Iced Tea, Revive Fruit Punch, Squeezed Lemonade

Ingredients for Refresh Tropical Mango Flavour: Reverse Osmosis Water, Crystalline Fructose, Cane Sugar, less than 0.5% of: Citric Acid, Potassium Phosphate, Calcium Lactate and Magnesium Lactate (Electrolyte Sources), Natural Flavours, Vitamin C (Ascorbic Acid), Vitamin E (Alpha-Tocopheryl Acetate), Vitamin B3 (Niacinamide), Vitamin B5 (Calcium Pantothenate), Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B12 (Cyanocobalamin), Lycopene and β -Apo-8'-Carotenal (Colours)



Yugolab's Gojivitae

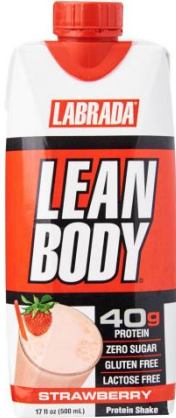
Relatively rich in vitamins, minerals and trace elements, Important source of antioxidant with a very high proportion of carotenoids but also with four polysaccharides (sugar) considered the active compounds responsible for the beneficial effects



Made's Nutrient Water

Flavours: Passionfruit Citrus, Valencia Orange, Dragon Fruit, Pineapple Watermelon, Blackberry Goji, Strawberry Guava

2.0 Protein Plus Beverages



Labrada's Lean Body Protein Shake Drink

Flavours: Strawberry, Chocolate, Vanilla, Cookies and Cream, Salted Caramel

Ingredients for Strawberry Flavour: Filtered Water, Lean Pro (Special Blend of Spray Dried Ultrafiltered Milk Protein Isolate, Yielding Fast Acting Whey Protein Peptides, Branched Chain Amino Acids, L-Glutamine Peptides, and Slow Acting Casein Peptides, Whey Protein Concentrate, Calcium Caseinate), High Oleic Safflower Oil, FiberPlex (Fructooligosaccharides, Cellulose Gel, Cellulose Gum, Carrageenan, Xanthan Gum), Vitamin and Mineral Blend (Potassium Phosphate, Potassium Citrate, Magnesium Phosphate, Sodium Ascorbate, Zinc Sulfate, Tocopherol Acetate, Biotin, Vitamin A Palmitate, Niacinamide, Phytonadione, Potassium Iodide, D-Calcium Pantothenate, Chromium Chloride, Copper Sulfate, Cyanocobalamin, Sodium Molybdate, Sodium Selenite, Folic Acid, Cholecalciferol, Pyridoxine Hydrochloride, Riboflavin, Thiamin Mononitrate, Manganese Sulfate), Natural & Artificial Flavours, Soy Lecithin, Sucralose, Acesulfame Potassium, Red 3, Blue 1.



Arla's Protein Chocolate Flavoured Milk

High in protein with 25g per bottle, and contains 50% less sugar and 40% more protein than most chocolate milk drinks

Ingredients: Filtered skimmed Milk (85%), Water, Whey Protein (Milk) (2.4%), Sugar (2%), Fat Reduced Cocoa Powder (1.3%), Stabiliser (Carrageenan), Natural Flavouring, Lactase Enzyme

PowerBar's Protein Plus Sports Milk

Flavour: Chocolate, Strawberry, Vanilla

Ingredients for Vanilla Flavour: Skimmed Milk (90%), Milk Protein (8%), Flavouring, Stabilisers (Cellulose, Cellulose Gum, Carrageenan), Sweetener (Sucralose), Colour (Riboflavins)

50g of high quality protein per serving



2.0 Protein Plus Beverages



Trimino's Protein Infused Water

Flavours: Peach, Mixed Berry, Strawberry Lemonade, Coconut Pineapple, Citrus, Raspberry Limeade, Orchard

It contains 7 grams of protein, essential amino acids, and B-complex vitamins

Ingredients for Peach Flavour: Purified Water, Whey Protein Isolate, Phosphoric Acid, Malic Acid, Natural Peach Flavour with Other Natural Flavour, Acesulfame Potassium, Pantothenic Acid (B5), Niacinamide (B3), Sucralose, Pyridoxine Hydrochloride (B6), Cyanocobalamin (B12)



Protein20's Protein Infused Water

Flavours: Mixed Berry, Harvest Grape, Tropical Coconut, Peach Mango, Açai Blueberry Pomegranate, Dragon Fruit Blackberry

15g whey protein isolate rich in BCAAs

Ingredients for Tropical Coconut Flavour: Water, Whey Protein Isolate (Milk), Natural Flavors (Coconut, Pineapple), Gum Arabic, Medium Chain Triglycerides, Sucralose, Calcium Citrate.

2.0 Protein Plus Beverages



Bodie'z Protein Water



Optimum Nutrition's Protein Water

Flavors: Icy Blue Raspberry, Orange Freeze, and Tropical Fruit Punch

Every 16-ounce, 80-calorie bottle of ON Protein Water contains 20 grams of fast-absorbing whey protein isolate and 4.5 grams of BCAAs (branched chain amino acids)



Koia's Plant Powered Protein Drink

Flavours: Cacao Bean, Coconut Almond, Cold Brew Coffee, Cinnamon Horchata, Vanilla Bean

Ingredients for Cacao Bean Flavour: Almond Milk (Filtered Water, Almonds), Koia Proprietary Protein Blend (Brown Rice Protein, Pea Protein, Hemp Protein), Chicory Root Fiber, Cocoa Powder, Organic Cane Sugar, Natural Flavours, Sunflower Lecithin, Sea Salt, Vanilla Extract, Cocoa Extract, Monk Fruit Extract, Locust Bean Gum, Gellan Gum and Cinnamon

*High protein – 18g plant protein per bottle
Excellent Source of Fiber*

3.0 Addition of Herbal Extracts, Traditional Medicine/ Plant-based ingredients



Yakult's Toughman V(タフマンV) Energy Drink

Contains 3mg of vitamin B1, 4mg of vitamin B2, 3mg of vitamin B6, 5mg of niacin, ginseng extract and royal jelly.



Herbal Magic's Green Tea and Herbals Natural Energy Drink

Ingredients: Carbonated Water, Deionised Grape Juice Concentrate, Water Extract Of: Puncturevine (Tribulus Terrestris), Scotch Cottonthistle (Onopordum Acanthium), Ginkgo Biloba; Colour: Carrot Concentrate; Natural Flavourings; Acid: Citric Acid (E-330); Antioxidant: Ascorbic Acid (E-300); Natural Extracts: Green Tea, Rooibos; Colorants: Anthocyanins (E-163); Stabilizer: Pectin (E-440), L-carnitine, Caffeine.



Oki's Honey Tranquil Iced Tea with Hemp Extract



Pom's Pomegranate Honey Green Tea

The freshly brewed green tea is blended with honey, pomegranate juice and unexpected notes of rose to create an Antioxidant Super Tea that's buzzing with sweet, refreshing flavour.

Ingredients: Green Tea (Water, Green Tea Extract), Sugar, Honey, Pomegranate Juice Concentrate, Pomegranate Fruit Extract, Natural Flavours



Made's Ribose + Ginseng Dragonfruit Nutrient Water

Contains 25mg of Panax Ginseng per serving

Ingredients: Deionised Water, Crystalline Fructose, Food Acid (Citric Acid), Natural Pomegranate and Berry Flavours, Natural Colour From Fruit and Vegetables (Anthocyanins), Açaí Berry, Goji Berry, Ascorbic Acid (Vitamin C), Alpha-Tocopheryl Acetate (Vitamin E), Electrolytes (Potassium Citrate, Calcium Lactate, Magnesium Phosphate Tribasic), Niacin (B3), Calcium Pantothenate (B5), Pyridoxine Hydrochloride (B6), Cyanocobalamin (B12)

3.0 Addition of Herbal Extracts, Traditional Medicine/ Plant-based ingredients



Active's Herbal Fix

Flavours: Mango, Peach, Passionfruit, Dragonfruit Strawberry, Guarana Banana, Cherry

Ingredients for Guarana Banana Flavour: Filtered water (Carbonated), Pure Fructose, Herbs (Guarana, Green Tea, Siberian Ginseng, Rosemary, Stevia)(5,490mg), Taurine, Caffeine, Guarana Fruit Flavour, Banana Fruit Flavour, Potassium Sorbate, Vitamin B3 (20mg), Vitamin B12 (5µg)



Mr Mak's Gin Bao Traditional Ginger And Ginseng Longbrew

Flavour: Passion Fruit, Ginger & Ginseng, Honey, Lemongrass, Green Tea

Ingredients for Passion Fruit Flavour: Water, Organic Ginger Puree, Organic Passion Fruit, Organic Ginger Extract, Organic Asian Ginseng

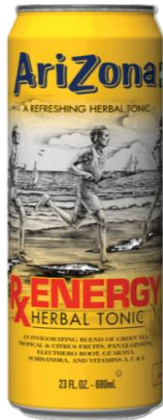
The Chinese drink ginger bao (broth) daily to aid digestion, increase vitality, and strengthen the immune system.

3.0 Addition of Herbal Extracts, Traditional Medicine/ Plant-based ingredients



Orang Kampung's Long Jack Gold Tongkat Ali Herbalised Drink

Longjack Gold Juice is formulated by Tongkat Ali, Vitex, honey and Noni, specially formulated for active teenagers to maintain body fitness and get rid of drowsiness and restore energy.



AriZona's Rx Energy Herbal Tea

This invigorating drink contains herbs and vitamins that can help give you the boost you need – Panax Ginseng, Siberian Ginseng, Guarana, Schisandra and Vitamins A, C and E.

Ingredients: Premium Brewed Green Tea Using Filtered Water, High Fructose Corn Syrup (Glucose-Fructose Syrup), Mango Puree, Pear and Lemon Juices from Concentrate Citric Acid, Orange Blossom Honey, Natural Flavours, Beta Carotene For Colour, Caffeine, Panax Ginseng Extract, Eleuthero Root Extract, Guarana, Schisandra, Vitamin A Palmitate, Ascorbic Acid (Vitamin C), Vitamin E Acetate



Diva's Herbal Tea Infusion

Flavours: Matcha Tea + Pear & Lemongrass, Rosehip Tea + Plum & Hibiscus, Rooibos Tea Raspberry + Melissa

3.0 Addition of Herbal Extracts, Traditional Medicine/ Plant-based ingredients



Goldthread's Plant-based Tonics

Flavours: Turmeric Radiance, Green Minerals, Elderberry Defense, Lemon Zen, Honey Rose, Japanese Matcha, Tulsi Clarity, Hawaiian Ginger, Lavender Bliss, Schisandra Supreme

Proprietary Blend for Turmeric Radiance: Cardamom Pods, Cinnamon Chips, Cloves, Coriander Seeds, Ginger Root, Lemon Verbena, Lemongrass, Mace, Orange Peel, Turmeric Root, Vanilla Bean



Waku's Wellness Tea

Flavours: Original, Unsweetened, Passion Fruit, Ginger and Lemon

Some of the ingredients inside: Mint, Roses, Violet, Carnation, Spearmint, Red Root Amaranth, Chamomile, Lemon Balms

A blend of more than 20 medicinal herbs and aromatic flowers that naturally soothes the body and helps the digestive system.



Lifeaid Beverage Co.'s ImmunityAid

The Support Blend helps keep your immune system firing on all cylinders with key vitamins and nutrients.

Proprietary Blend: Chamomile Extract (Flower), L-Arginine, Ginger Extract (Root), Echinacea Purpurea Extract (Aerial Parts), Valerian extract (root), Lemon balm extract (aerial parts), Turmeric extract (root), Astragalus extract (root)

4.0 Natural Botanicals & Floral Flavours



Viva's Defence Immunity Boost

A berry drink packed with Hibiscus (extract that is naturally high in Vitamin C) , Sea Buckthorn & essential minerals to boost your immune system

Ingredients: Water, Fruit Juice Concentrates (Apple, Pear, Pomegranate, Blackcurrant), Botanical Extracts (Sea Buckthorn, Raspberry, Rosehips, Hibiscus, Grapeseed, Natural Watermelon and Raspberry Flavourings, Magnesium Gluconate, Zinc Picolinate.



Viva's Calming Drink

A calming drink with Chamomile & Valerian Root to help in reduces stress, anxiety and tension

Ingredients: Water, Peach Juice Concentrate, Botanical Extracts (Chamomile, Passion Flower, Fennel, Lavender, Valerian Root), Citric Acid, Natural White Peach and Melon Flavouring, Steviol Glycosides



Blue Buddha's Organic Wellness Tea with Ashwagandha

Using plants and herbs to create drinkable elixirs to help keep people in a healthy balance, healing not only the body but the mind and spirit as well.

Flavours: Blueberry Rose, Raspberry Hibiscus, Lemon Elderflower, Cherry Lavender

4.0 Natural Botanicals & Floral Flavours



Utonic's Calm: Passion Fruit + Sour Cherry + Chamomile
 Utonic's Repair: Blueberry + Turmeric + Ginger
 Utonic's Charge: Kale + Spirulina + Green Tea

Ingredients for Repair: Utonic Juice Blend (Blueberry, Sour Cherry, Pomegranate)[from concentrate], Ginger Juice, Turmeric Extract, Natural Flavour

Utonic's Natural Tonics

X.O.I's Apple Chamomile Cider Vietnamese Gac Superfruit Functional Blend

Each X.O.I bottle gives you the daily suggested intake of lycopene, 2 mg of beta-carotene, omega 3,6,9, and Vitamin E.



Blossom Water's Pure Spring Water Infused with Natural Flower and Fruit Botanicals

Flavours: Mango Hibiscus, Lemon Rose, Plum Jasmine, Pomegranate Geranium, Grapefruit Lilac

Scientifically proven to strengthen immunity for maintaining wellness and vitality, each bottle contains as much immune benefit as 1 billion CFUs of probiotic, from the strain Bacillus coaguans GBI-30 6086

4.0 Natural Botanicals & Floral Flavours



**Nocco (No Carbs Company) 's
Citrus/Elderflower Flavoured
BCAA+**

*NOCCO BCAA+ contains BCAA
(branched chain amino acids)
and six different vitamins.*



H2ROse

Flavours: Mango, Wild Berry, Apple,
Peach

Ingredients: Purified Water,
Evaporated Cane Sugar, Pear Juice
(From Concentrate), Rose Water,
Natural Flavors, Malic Acid, saffron
Powder.

*H2ROse is a specialty beverage uniquely made of rose water, saffron
and other natural ingredients.*



Lotus's Botanical Elixirs

Flavours: Infused with Cranberry, Mixed
Berry, Citrus Peach, Raspberry

Ingredients for Cranberry Infused: Sparkling
Purified Water, Organic Cane Sugar, Natural
Flavors, Citric Acid, Lotus Flower Extract,
Rhodiola Rosea Extract, Schizandra Berry,
Ginger Extract, Cranberry Juice
Concentrate, Purple Sweet Potato Extract,
Non GMO Natural Caffeine (green coffee
extract)



Midori's Matcha

Flavours: Organic Honey, Unsweetened

Ingredients: Filtered Water, Ceremonial
Grade Organic Matcha imported from
Nishio, Japan

*Provides concentrated dose of anti-
oxidants & chlorophyll & promotes
stable energy, lifted mood and
enhanced metabolism.*

References



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