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for the **ASIAN FOOD SUPPLY CHAIN**



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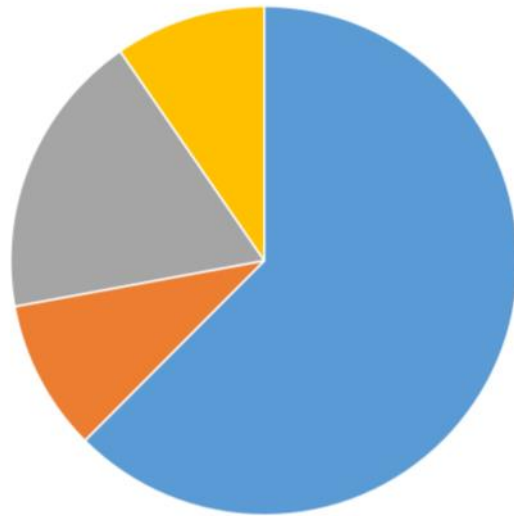


Services.

Market Trend of Functional Beverage By Region – USA

United States Functional Beverage Market Overview

Functional Beverage Market: Revenue Share (%), by Country, North America



■ US ■ Canada ■ Mexico ■ Rest of South America

- In 2017, the US functional beverage market was valued at USD 33.46 billion, and is expected to register a CAGR of 7.73% during the forecast period of 2018-2023
- Customization of innovative varieties of drinks for all age groups and constantly meeting consumer preferences are the main causes of North America being the largest market for functional beverages.
- In the market studied, energy drinks is the leading segment, followed by sports drinks and nutraceuticals drinks

Source: Mordor Intelligence, 2018a; Mordor Intelligence, 2018b

United States Functional Beverage Market Dynamics

- The primary reason for the growing consumer demand is perceived health benefits
- Consumer segments driving the growth of market :-
 - Aging consumers looking for vitality
 - Millennial consumers who are willing to try new products that offer wellness benefits, and
 - busy consumers seeking convenient, healthy offerings.

United States Functional Beverage Market Trend

- Within the **energy drinks** segment, various companies are experimenting with natural energy ingredients, such as **coconut water** and **fruit juices**
- The main constituents of energy drinks are **vitamins**, **minerals**, **natural ingredients** (caffeine, guarana, and ginseng), **amino acids**, and **antioxidants**
- Demand for products, such as **yogurt** and other **probiotic products**, is expected to remain high in the during the forecast period of 2018-2023
- The sales of **superfruit-based drinks**, such as pomegranate, açai, acerola, noni, and mangosteen, blackcurrants, blueberries, and cranberries increased significantly
- **Meal-replacement** and **weight loss beverages** are more popular as the benefits in digestion, satiety and weight loss

Market Examples

1.0 Coconut Water – Energy Drinks



Clean Energy's Premium Performance Energy Drink

100% pure, premium, young, green coconut water, which in itself is an "energy" drink capable of sustaining day to day physical and mental needs.



Dark Dog's Organic Energy Drink with Coconut Water

Ingredients: Water, Organic Cane Sugar, Organic Coconut Water Concentrate, Carbon Dioxide, Organic Yerba Mate Extract, Organic Lemon Juice Concentrate, Natural Flavours, Organic Coconut Flower Sugar Syrup, Organic Acerola Fruit Extract, Organic Green Tea Extract, Organic Guarana Extract, Nicotinamide (Vitamin B3), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Thiamin Mononitrate (Vitamin B1), Folic Acid (Vitamin B9)



Body Armor's Super Drink

Flavours: Orange Mango, Strawberry Banana, Fruit Punch, Blackout Berry

Ingredients for Orange Mango Flavour: Filtered Water, Pure Cane Sugar, Coconut Water Concentrate, Citric Acid, Dipotassium Phosphate (Electrolyte), Ascorbic Acid (Vitamin C), Gum Arabic, Magnesium Oxide (Electrolyte), Natural Orange Mango Flavor With Other Natural Flavors, Calcium D-Pantothenate (Vitamin B5), Niacinamide (Vitamin B3), Alpha-Tocopheryl Acetate (Vitamin E), Ester Gum, Zinc Oxide (Electrolyte), Pyridoxine Hydrochloride (Vitamin B6), Vitamin A Palmitate (Vitamin A), Folic Acid (Vitamin B9), Beta-Apo-8 Carotenal (Color) Cyanocobalamin (Vitamin B12).
Pantothenic Acid - 100%.

1.0 Coconut Water – Energy Drinks



Hiball Energy's Coconut Water Energy Drink

Ingredients: 100% Coconut Water (Certified Organic) from Concentrate, Caffeine (Certified Organic), Guarana Extract (Certified Organic), Panax Ginseng Extract (Certified Organic), Niacinamide (B3), D-Calcium Pantothenate (B5), Pyridoxine Hydrochloride (B6), Cyanocobalamin (B12).



Positive Energy's Coconut Organic Energy Drink

Ingredients: Purified Water, Organic Coconut Water Concentrate, Organic Agave Nectar, Citric Acid, Organic Caffeine, Natural Flavour, Organic Stevia

150mg organic caffeine from green coffee beans

Flavours: Dragon Fruit, Açai Berry, Pineapple Coconut, Matcha Green Tea

Ingredients for Açai Berry Flavour: Carbonated Water, Organic Coconut Water (Water, Organic Coconut Water Concentrate), Organic Cane Sugar, Organic Sweet Potato Juice Concentrate, Organic Açai Juice, Organic Black Carrot Juice (Colour), Citric Acid, Zola Organic Energy Blend (Organic Green Coffee Caffeine, Organic Green Tea Extract), Natural Flavour

Organic plant-powered energy blend that is sourced from green coffee and green tea extracts to re-energize and replenish



Zola's Organic Hydrating Energy Drink

2.0 Fruit Juice – Energy Drinks



Acute's Fruit Energy Drink

Flavours: Orange Passion Fruit, Tangerine Apple, Strawberry Guava, Mixed Berry Kiwi, and Tropical Blast.

Ingredients for Strawberry Guava Flavour: Filtered Water, Apple Juice Concentrate, White Grape Juice Concentrate, Taurine, Strawberry Guava and Other Natural Flavours, D-Glucuronolactone, Citrus Pectin, Yerba Mate Extract, Guarana Extract, Fruit and Vegetable Juices for Natural Colour, Citric Acid, Ascorbic Acid (Vitamin C), Inositol, Choline Bitartrate, Caffeine, Alpha Tocopherol Acetate (E), Rooibos Tea Extract, Ginkgo Biloba Extract, Malic Acid, Sodium Citrate, Niacinamide (B3), Pantothenic Acid (B5), Pyridoxine Hydrochloride (B6), Cyanocobalamin (B12)



Eboost's Shots Energy + Vitamins

Flavour: Berry Melon, Superberry, Extra Strength Fruit Punch

A unique blend of natural energy from green coffee, electrolytes, antioxidants, superfruits, and over 70 vitamins and minerals.



Little Big Shot's Super Juice Drink

Flavours: Apple Kiwi Lime, Orange Mango, Mixed Berry

It's a refreshing blend of berry fruit juices combined with Ginseng, B vitamins and minerals.

2.0 Fruit Juice – Energy Drinks



Jamba's Juice Energy Drink

Flavours: Crisp Apple, Strawberry Banana, Blueberry Pomegranate

Ingredients for Blueberry Pomegranate Flavour: Apple juice, pomegranate juice, lemon juice, water, blueberry puree, natural flavor, caffeine, green tea extract, stevia, carbonation.



Brain Füd's Natural Energy Drink

Flavours: Citrus & Mint, Berry & Coconut, Pineapple & Ginger

Ingredients for Citrus & Mint Flavours: Water, Fruit Juices – Not from Concentrate (10%) (Apple, Lemon, Lime), Guarana Extract, Magnesium (Magnesium Chloride Hexahydrate), Citric Acid, Ginseng Extract, Natural Flavourings (Including Mint), Natural Sweetener (Steviol Glycosides), Vitamins (Pantothenic Acid, B6, B12)



Live Real Farms' Energy Drink

Flavours: Strawberry Banana, Peach Mango, Berry Berry

Ingredients for Peach Mango: Fruit Juice Blend (Reconstituted Juices of Grape, Apple, Mango, and Peach), Lactose Free Skim Milk, Filtered Water, Banana Puree, Whey Protein Isolate, Pectin, Natural Flavor, Locust Bean Gum, Vegetable Juice (Color), Green Tea Extract, Citric Acid, Vitamin C (Ascorbic Acid), Vitamin A (Palmitate), Vitamin B12, Vitamin D3

3.0 Probiotics Beverage



BluePrint's Kombucha Drinks

The Kombucha range comes in 4 flavours:

- *Kale-a-lu-ya: Kale, spinach and parsley juice*
- *Miss Tang: Lime, lemon and ginger juice*
- *Raise the Roots: Beet, carrot and ginger juice*
- *Sweet Heat: Ginger, apple and lemon juice with cayenne pepper*

Flavours: Lemonade & Blueberry, Dragon Fruit & Lemonade, Goji Berry & Pomegranate, Coconut Kiwi & Passion Fruit, Melon & Cucumber, Blackberry & Pomegranate

Ingredients for Lemonade & Blueberry Flavour:

Prebiotic Blend:

Galactooligosaccharides, Larch Gum, Gum Acacia.

Others:

Filtered Water, Organic Cane Sugar, Lemon Juice Concentrate, Natural Flavours (with Blueberry Extract), Monk Fruit Extract, Natural Colour (from Fruit and Vegetable Juice).

Probiotic blend is maintained freeze-dried (in stasis) inside individual, foil-sealed packets to protect the probiotics from heat-generating light and moisture



Go Live's Probiotics + Prebiotics Enhanced Beverage

3.0 Probiotics Beverage



Suja's Organic Probiotic Apple Cider Vinegar Juice

Flavours: Strawberry, Peach Ginger, Ginger Turmeric, Lemon Cayenne, Lemongrass Lime, Cucumber Ginger, Blueberry Lemon

Be good to your guts with this delicious Probiotic Vinegar Juice

Ingredients for Strawberry Flavour: Water, Organic Strawberry Puree, Organic Apple Cider Vinegar, Organic Lime Juice, Organic Balsamic Vinegar, Organic Coconut Nectar, Bacillus Coagulans GBI-306086, Organic Stevia Leaf Extract Powder



Naked's Plus with Probiotics

Ingredients: Apple Juice, Mango Puree, Orange Juice, Pineapple Juice, Banana Puree, Fructooligosaccharides, Bifidobacterium, Natural Flavour



GoodBelly's Infused Probiotic Beverage

Flavours: Orange Pineapple Basil, Watermelon Lime, Lemon Ginger

20 billion probiotics of strain, LP299V, per bottle

Ingredients: Filtered Water, Cultured Organic Pear Juice (Filtered Water, Organic Pear Juice Concentrate, Calcium Citrate, Lactobacillus Plantarum 299V), Organic Orange Juice from Concentrate, Organic Pineapple Juice from Concentrate, Contains 2% or Less of Citric Acid, Natural Flavors.

3.0 Probiotics Beverage



**B-tea's Raw Probiotic
Iced Tea Kombucha**

Flavours: Lemon, Lemon
Lime, Raspberry

Ingredients: Pilsner Laden
Water, Beet Sugar, Green Tea,
Kombucha Live Culture,
Lemon Flavour



**Califia Farms' Dairy Free
Yoghurt Drink**

Flavours: Strawberry, Super berry,
Mango, Unsweetened

*A creamy and delicious dairy-
free almond- and coconut-
based yogurt combine with
real fruits*



Karma's Probiotics Wellness Water

Flavours: Blueberry Lemonade, Berry Cherry, Kiwi Melon, Strawberry Lemonade, Tropical Coconut

Ingredients for Blueberry Lemonade: Spring Water, Non-GMO Digestion Resistant Maltodextrin (Prebiotic), Malic Acid, Citric Acid, Cane Sugar, Fruit Juice (Colour), Stevia rebaudiana Leaf Extract, Natural Flavour, D-alpha Tocopheryl Acetate (Vitamin E), D-Calcium Pantothenate (Vitamin B5), Niacinamide (Vitamin B3), Vitamin A Palmitate, Pyridoxine Hydrochloride (Vitamin B6), Chromium Picolinate, Cyanocobalamin (Vitamin B12), Probiotic Culture (Organic Inulin, Bacillus coagulans GBI-306086).

*Infuse the nutrition into the water and replenish your body with digestive and
immune health support*

4.0 Super-fruit based Beverage



Bai's Ipanema Pomegranate Antioxidant Infused Drinks

Ingredients: Filtered Water, Bai Proprietary Sweetener Blend (Erythritol, Stevia Leaf Extract), Pomegranate Juice Concentrate, Natural Flavours, Malic Acid, Citric Acid, Fruit and Vegetable Juice (For Colour), Coffeefruit Extract, White Tea Extract, Vitamin C (Ascorbic Acid), Sodium Citrate.



Core Organic's Pomegranate & Blue Açaí Nutrient Enhanced Fruit Beverage

Ingredients: Filtered Water, Organic Coconut Water From Concentrate, Organic Erythritol, L-Malic Acid, Organic Fruit and Vegetable Juice (For Colour), L-Malic Acid, Natural Flavour, Organic White Tea, Organic Stevia Leaf Extract, Sea Salt, Organic Guava Leaf Extract (Organ-Zn), Inactivated Bacillus Coagulans, Organic Gum Acacia, Organic Maqui Berry Juice Extract

75mg Antioxidant per bottle



Zayu's Organic Superfruit Juice Blends

Flavours: Mango Acerola, Cherry Acelora

Ingredients for Cherry Acelora Flavour: Organic Acerola Cherry Juice (filtered water & organic acerola cherry puree), Organic White Grape Juice Concentrate, Organic Cherry Juice Concentrate

Refreshingly good and high in Vitamin C

4.0 Super-fruit based Beverage



Vinut's Noni Juice Drink



Snapple's Diet Noni Berry Juice Drink

Ingredients: Filtered Water, Pear Juice Concentrate, Citric Acid, Potassium Citrate, Strawberry Juice Concentrate, Natural Flavors, Aspartame, Vegetable And Fruit Juice Concentrates (For Colour), Acacia Gum, Sucralose



Lilyfresh's Pure Mangosteen Juice

High in Vitamin C



Basil Seed's Mangosteen Flavoured Drink

Ingredients: Water, Mangosteen Juice, Basil Seeds, Sugar, Gellan Gum (E418), Citric Acid, Ascorbic Acid, Mangosteen Flavour, Colour (E122, E132).



Sobe's Lifewater Yuzu Black Currant Water Beverage

Nutrient Enhanced Hydration Beverage

Ingredients: Filtered Water, Sugar, Erythritol, Natural Flavour, Citric Acid, Black Carrot Juice Concentrate (Colour), Ascorbic Acid (Vitamin C), Calcium Lactate, Potassium Citrate, Modified Food Starch, Juniperus Communis Berry Extract, Black Currant Extract, Açai Fruit Extract, Vitamin E Acetate, Calcium Phosphate, Gum Arabic, Calcium Pantothenate, Niacinamide, Pyridoxine Hydrochloride (Vitamin B6), Cyanocobalamin (Vitamin B12).

4.0 Super-fruit based Beverage



Happy Planet's Organic Pomegranate & Blueberry Juice

Ingredients: Water, Organic Apple Juice Concentrate, Organic Concord Grape Puree, Organic Lemon Juice, Organic Purple Carrot Juice Concentrate, Organic Pomegranate Juice Concentrate, Organic Blueberry Juice, Organic Flavour, Vitamin C (Ascorbic Acid).



Arizona's Blueberry White Tea

Ingredients: Premium Brewed White Tea Using Filtered Water, High Fructose Corn Syrup (Glucose-Fructose Syrup), Pear Juice From Concentrate, Blueberry Juice From Concentrate, Honey, Natural Flavours, Citric Acid, Ascorbic Acid (Vitamin C), Panax Ginseng, Vitamin E Acetate, Vitamin A Palmitate, Sodium Selenite

Both white tea and blueberries are antioxidants-rich, with healthy combination of Panax Ginseng, Selenium & Vitamins A, C and E.

Alibi's Blueberry Sparkling Health Drink

Ingredients: Sparkling Spring Water, Fruit Extract, Concentrated Blueberry Juice (2%), Herbal Extract Blend 0.6% (Milk Thistle, Schizandra, Sarsaparilla, Dandelion Leaf, Artichoke), Natural Flavourings, Vitamins: B1 (Thiamine), B3 (Nictotinamide), B5 (Pantothenic Acid), B6 (Pyridoxine), B7 (Biotin), B9 (Folic acid), B12 (Colbalamin), C (Ascorbic Acid), D (Calcitriol), E (Acetate 50% cwd), K, Minerals: Selenium, Calcium (Calcium D Pantothenate), Potassium(Tripotassium Citrate), Citric Acid, Vegetable Extract (Purple Carrot), Wellmune WPG Beta Glucan, Natural Steviol Glycosides.



Contains Natural Herbal Extracts, Packed with 19 Essential Vitamins



Ocean Spray's Cranberry Infused Water

Ingredients: Purified Water, Erythritol (Natural Sweetener), Cranberry Extract, Natural Flavour, Sea Salt, Stevia Extract (Natural Sweetener)

5.0 Meal Replacement/Weight Loss Beverage



Nutrament's Energy Nutrition Drink

Flavours: Strawberry, Chocolate

Ingredients for Strawberry Flavour: Skim Milk, Sugar, Corn Syrup, Canola Oil, High Oleic Sunflower Oil, Calcium Caseinate, Soy Protein Isolate, Corn Oil, Sodium Caseinate, Artificial Flavor, Magnesium Phosphate, Magnesium Chloride, Carrageenan, Soy Lecithin, Sodium Ascorbate, Ferrous Sulfate, Zinc Sulfate, Vitamin E Acetate, Niacinamide, Red 3, Calcium Pantothenate, Cupric Sulfate, Manganese Sulfate, Vitamin A Palmitate, Vitamin B6 Hydrochloride, Thiamine Hydrochloride, Riboflavin, Chromium Chloride, Folic Acid, Vitamin D3, Biotin, Sodium Molybdate, Sodium Selenite, Vitamin K1, Vitamin B12.

Flavours: Dutch Cocoa, Coffee Bean, Vanilla Maple

3000 mg of Omega- 3's, 20g of protein and 7-8 g of fiber per bottle

Ingredients: Purified water, Rumble protein blend (milk protein concentrate, calcium caseinate, and whey protein isolate), organic maple syrup, organic tapioca dextrin, inulin (from chicory root), organic flaxseed oil, organic agave nectar, cocoa (processed with alkali), organic pumpkin seed oil, natural flavors, cellulose gel, organic vanilla bean extract, green tea extract, cellulose gum, potassium carbonate, carrageenan, pomegranate extract, organic cherry, black currant, red beet juice concentrate, kale, organic spinach, and stevia rebaudiana leaf extract.



Rumble's Supershake

5.0 Meal Replacement/Weight Loss Beverage



TruVibe's Vegan Organic Meal Replacement Drinks

Flavours: Beets Carrots & Matcha, Avocado Spinach & Hemp Seeds, Almond Cacao & Coconut, Berries Maca & Chia, Pineapple Watermelon & Moringa

Ingredients: Organic Juices (Kale, Spinach, Celery, Pear, Cucumber), *Avocado, *Lemon Juice, Orange Juice, *Hemp Seeds, *Pea Protein, *Rice Protein, Himalayan Pink Salt, *Reishi Mushroom Extract, *Chaga Mushroom Extract, *Cayenne Pepper, Bacillus Coagulans GBI-30, 6086 *Organic

The combination of healthy fats, fiber, and plant protein leave you feeling full for hours



SlimFast's Original Creamy Milk Chocolate Ready to Drink Meal Replacement Shakes

Packed with 24 essential vitamins and minerals, 10g of protein, and 5g of fiber

Ingredients: Fat Free Milk, Water, Sugar, Cocoa (Processed with Alkali), Canola Oil, Fructose, Maltodextrin, Milk Protein Concentrate, Cellulose Gel, Cellulose Gum, High Fructose Corn Syrup, Natural and Artificial Flavours, Mono and Diglycerides, Potassium Phosphate, Soy Lecithin, Calcium Phosphate, Carrageenan, Sucralose and Acesulfame Potassium.

Vitamins and Minerals: Magnesium Phosphate, Calcium Phosphate, Sodium Ascorbate, Vitamin E Acetate, Zinc Gluconate, Ferric Orthophosphate, Niacinamide, Calcium Pantothenate, Manganese Sulfate, Vitamin A Palmitate, Pyridoxine Hydrochloride, Riboflavin, Thiamin Mononitrate, Folic Acid, Chromium Chloride, Biotin, Sodium Molybdate, Potassium Iodide, Phytonadione (Vitamin K1), Sodium Selenite, Cyanocobalamin (Vitamin B12), Cholecalciferol (Vitamin D3)

5.0 Meal Replacement/Weight Loss Beverage



Chimp Food's Food Drink

Flavours: Grape, Pineapple, Orange, Apple

Ingredients for Orange Flavour: Oranges, Apples, Bananas, Cherries, Peaches, Blackberries, Blueberries, Cranberries, Raspberries, Strawberries, Arugula, Broccoli, Carrots, Spinach, Sweet Potatoes, Almonds, Cashews, Pecans, Pistachios, Walnuts, Chia Seeds, Flax Seeds, Pumpkin Seeds, Sunflower Seeds, Sesame Seeds, Water, Orange Juice & Stevia Leaves.

Each bottle contains 5-different fruits, 5-different berries, 5-different veggies, 5-different nuts, and 5-different seeds – 25 different nutrient rich super foods

Flavours: Chai Nana, Chocolate Banana, Green Berry, Java Shake, Mint Cacao Chip, Warrior

Ingredients for Chai Nana: Almond Milk* (Filtered Water, Almond*, Vanilla Extract*, Himalayan Pink Salt), Banana*, Filtered Water, Chia Gel* (Filtered Water, Chia Seed), Cashew*, Date Syrup*, Vanilla Protein Powder* (Protein Blend* [Pea*, Brown Rice*, Quinoa*, Chia Seed*, Amaranth*], Vanilla Flavor*, Sea Salt, Guar Fiber*, Stevia Extract*), Vanilla Extract*, Rooibos Chai Powder* (Rooibos Powder*, Ginger*, Cardamom*, Nutmeg*, Black Pepper*, Cinnamon*, Clove*), Himalayan Pink Salt

*Organic



Urban Remedy's Superfood Smoothie

Perfect meal in a bottle

References



- Mordor Intelligence. (2018a). United States Functional Beverage Market - Segmented by Product Type and Sales Channel – Analysis of Growth, Trends, and Forecast (2018-2023). Industry Report.
- Mordor Intelligence. (2018b). North America Functional Beverage Market - Segmented By Product Type (Energy Drinks, Fortified Juice, Sports Drinks, Dairy and Dairy Alternative Drinks and Others), Sales Channel (Supermarket/Hypermarket, Pharmacy, Health Stores, Convenience Stores, Online Retailing and Others), and Geography - Growth, Trends and Forecasts (2018-2023). Industry Report.