



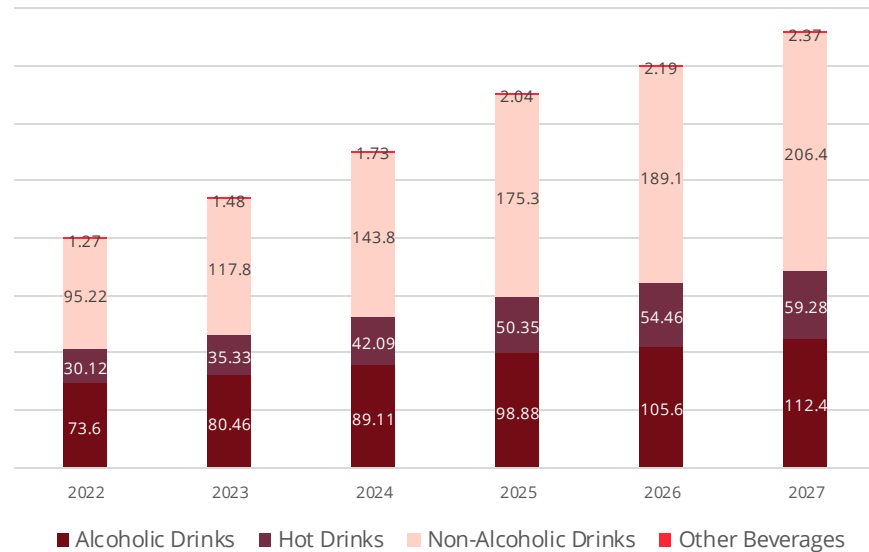
GLOBAL MARKET TRENDS 2023: BEVERAGES

Market Overview



Revenue in the beverage segment amounts to US\$235.00bn in 2023. The market is expected to grow annually by 12.80% (CAGR 2023-2027)

Sales Revenue of Beverage Segment, Worldwide, in billion USD (US\$) (2022-2027)



Key Trends



Key Trends for Beverages in 2023

1

Prebiotics Catch On

2

Emotional & Cognitive Health

3

Tropical & Tangy

4

Redefining Value:
Thinking Affordable & Sustainable

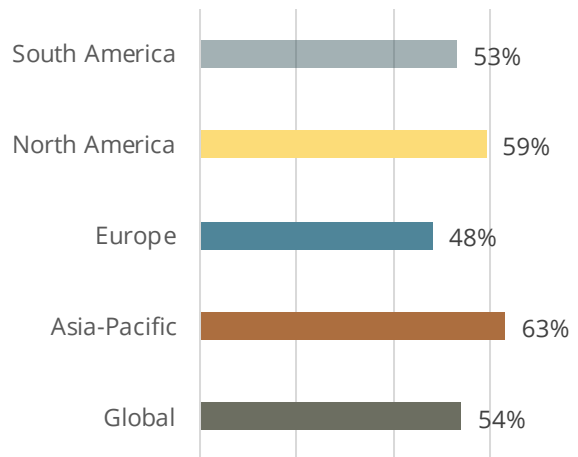
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Sweetness Solution

Key Trend 1: Prebiotics Catch On

Millennial and Generation X cohorts are likely to become more concerned about health issues and more interested in functional beverages as they age, particularly those targeting immunity and digestive health².

Proportion of consumers who say that they have heard of the phrase prebiotics, 2022¹



Even though gut health has showed the minimal percentage growth in launch counts, introductions in the prebiotics subsegment recorded exceptionally strong growth, especially in 2020-2021².

The prebiotic segment will likely continue to develop more new products as consumers gain familiarity and being educate their impact on total health. More consumers are becoming aware of the gut-immunity connection and gut-brain axis².

References

¹FMCG Gurus. (2022). FMCG GURUS: Understanding the Prebiotic Market in 2022 and Beyond.

²The World of Food Ingredient. (December 2022). Redefining Consumer Values, Design Trends: Refreshing Beverages, 38-39.

Key Trend 1: Prebiotics Catch On

Consumers want to see prebiotics available across a variety of categories as they seek out functional products regularly.

Food and drink are more preferred compared to nutritional supplements by consumers due to associations with taste, naturalness and greater affordability.

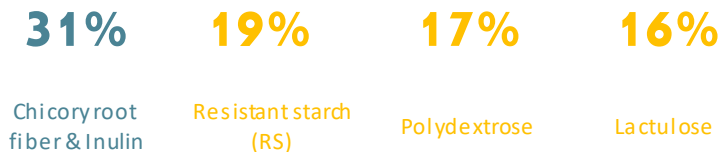


- Inulin, found in chicory, is a form of prebiotic ingredient widely used in foods and beverages.

Q: What type of prebiotic applications do you prefer? 2022

	Global	Asia-Pacific	Europe	North America	South America
Food	32%	32%	33%	26%	42%
Drink	33%	33%	34%	33%	25%
Nutritional Supplements	24%	27%	22%	32%	18%
No Preference	11%	9%	11%	9%	15%

Q: Do you recognize any of the following as prebiotic ingredients? 2022



References

FMCG Gurus. (2022). FMCG GURUS: Understanding the Prebiotic Market in 2022 and Beyond.

Key Trend 1: Prebiotics Catch On



Inulin is a type of prebiotic fibre, research has linked it to several health benefits, such as improving digestive health, helping control diabetes, and aiding weight loss^{1,2}.

Gist Prebiotic Sparkling Water- Hibiscus with Lemon Balm

- Every Gist has 4g of prebiotic, plant-derived fiber and no added sugar to keep your gut happy and your body humming along smoothly, without any nasty spikes or crashes.
- Zero sugars, sweeteners, or preservatives.
- Functional, plant-based daily drink that fills the fiber gap elegantly and essentially.
- Product of USA.

Ingredients: Carbonated Water, Organic Hibiscus Flowers, Organic Lemon Balm, Organic Jerusalem Artichoke ***Inulin**, Organic Lime Juice.



References

¹Abed, S., Ali, A., Noman, A., SobiaNiazi, Ammar, A., & Bakry, A. (2016). Inulin as Prebiotics and its Applications in Food Industry and Human Health; A Review. *International Journal Of Agriculture Innovations And Research*, 5(1), 88-97.

²Shoaib, M., Shehzad, A., Omar, M., Rakha, A., Raza, H., & Sharif, H. et al. (2016). Inulin: Properties, health benefits and food applications. *Carbohydrate Polymers*, 147, 444-454. <https://doi.org/10.1016/j.carbpol.2016.04.020>

Key Trend 1: Prebiotics Catch On



Stevia is a naturally sourced, zero-calorie sweetener that has been used as a natural sugar substitute in wide range of food products because it is 200–300 times sweeter than sucrose¹.

Poppi Prebiotic Soda- Cherry Limeade

- Contains natural prebiotics from unfiltered Apple Cider Vinegar.
- A digestive health powerhouse to keep your gut happy, your immune system feeling healthy, and your skin glowing.
- Experience the functional side of poppi! Zero sugars, sweeteners, or preservatives.
- Product of USA.

Ingredients: Sparkling Water, Organic Cane Sugar, Organic Apple Cider Vinegar, Cherry Juice, Organic Agave ***Inulin**, Natural Flavours, Lemon Juice, Lime Juice, ***Stevia**.



References

¹Yildiz, M., & Karhan, M. (2021). Characteristics of some beverages adjusted with stevia extract, and persistence of steviol glycosides in the mouth after consumption. *International Journal of Gastronomy and Food Science*, 24, 100326. <https://doi.org/10.1016/j.ijgfs.2021.100326>

Key Trend 1: Prebiotics Catch On

Herbalife Mixed Fibres with Inulin Powder Drink- Apple Flavour

- Provide a good source of soluble and insoluble fibres. Insoluble fibres are particularly helpful for promoting regularity.
- Enjoy it with water or add to your favourite shake, juice or tea!
- Product of Malaysia.

Ingredients: Sugarcane Fibre, Maize Dextrin, Citrus Fibre, Soy Fibre, ***Inulin**, Maltodextrin, Sucralose.



Key Trend 1: Prebiotics Catch On

Olipop Sparkling Tonic Strawberry Vanilla

- Strawberry Vanilla is the fun, fizzy flavor you remember, made with real strawberry juice, fresh lemon, & pink rock salt. The result is a naturally sweet, functional treat with a modern take on classic cream soda.
- The sparkling tonic combines prebiotics, plant fiber, & botanicals to create a sweet-tasting, healthy soda that supports digestive health.
- Product of USA.

Ingredients: Carbonated Water, OLISMART (Cassava Root Fiber, ***Chicory Root Inulin**, Jerusalem Artichoke Inulin, Nopal Cactus, Calendula Flower, Kudzu Root, Marshmallow Root, Slippery Elm Bark), Strawberry Juice Concentrate, Cassava Root Syrup, Apple Juice Concentrate, Lemon Juice, Stevia Leaf, Himalayan Pink Salt, Natural Vanilla Flavour, Natural Strawberry Flavour.



Key Trend 1: Prebiotics Catch On

VIVA Functional Drink – Detox-Mint & Lemon

- Detox has even 5 different functional ingredients in its formulation. Milk thistle for instant is well known in traditional Chinese medicine. It has been used to clear heat and relieve toxic materials. Detox drink is also enriched with dandelion, lemongrass and prickly pear extracts. The last one is well known in Mexican folk medicine for improving digestive activity.
- Detox drink also contains ***chicory inulin** which is supposed to maintain a healthy balance of “good” bacteria in the colon.
- Product of South Africa.



Key Trend 2: Emotional & Cognitive Health



We're living through times of great stress, with new sources of uncertainty since the pandemic – inflation, economic volatility and a seemingly unstable geopolitical situation. It's not surprising that around half of Millennials and Generation Z say they feel stressed most of the time².

This has transformed the landscape for the food, beverage and supplements industries which are increasingly offering products with aids for improving sleep, mood and stress relief².

46%

of consumers worldwide said that they intended to improve their mental well-being over the coming 12 months¹



41%

of consumers stated that they aspired to enhance their energy levels¹



Source: DSM Integrated Annual Report 2022

New beverage products with emotional/cognitive health advantages have surged, starting in 2018 but especially in 2020-2021. Cannabinoids have contributed to this trend, but it also draw the lines to less well-known adaptogens and nootropics³.

This segment is heavily skewed toward North America, with the opportunity to expand to other countries³.

References

¹DSM. (2022). Trends in Health, Nutrition & Care. DSM Integrated Annual Report 2022.

²Green, E. (2023). Functional food meets flavor: Cognitive health top of mind, sleep and relaxation in focus. Food Ingredient First.

³The World of Food Ingredient. (December 2022). Redefining Consumer Values, Design Trends: Refreshing Beverages, 38-39.

Key Trend 2: Emotional & Cognitive Health

Ingredients in the group of uplifting food and drinks will gain popularity in 2023 including nootropics to improve memory, creativity, motivation and clarity; antioxidant-rich botanicals, like green tea and yerba mate, adaptogenic herbs deeply rooted in ancient traditions, like holy basil, ginseng and schisandra; amino acids like acetyl-L-carnitine, L-theanine and L-tyrosine; and MCTs as an ingredient source².

Energy drinks are becoming a popular format to fit in functional ingredients beyond caffeine to address various needs in beverage².



Two Buzzword in Mood



Nootropics are substances taken to improve cognitive function or mental performance in healthy people, such as to boost memory, focus and creativity¹.

Adaptogens are plants and herbs with a supposed ability to regulate functions in the body through raising or lowering hormones and therefore helping the body “adapt” to stress¹.



References

¹Mellentin, J. (2022). 10 Key Trends in Food, Nutrition & Health 2023. Industry Report.

²Morin, T. (December 2022). Ingredients to Elevate Functional Food & Beverages. The World of Food Ingredients, 16-19.

Key Trend 2: Emotional & Cognitive Health



H2OP Sparkling Water

- The Brazilian H2OP Sparkling Water is an example of a non-alcoholic drink that is starting to explore this space, promoting the relaxing properties of botanical ingredients.
- According to the manufacturer Araucária, it provides numerous herbal benefits, including antioxidant, antiseptic and calming action (Brazil).
- Product of Brazil

Key Trend 2: Emotional & Cognitive Health



Calcium used in food items are mainly used for nutritional enrichment which known to be a necessary nutrient for bones and teeth formation. It's also used to regulate the acidity or alkalinity of foods. Among them, calcium carbonate is the most common form.



Almo Chamomile Almond Milk

- Almo is made differently from all other fresh & long-life almond milks. No soaking, blending, sieving or disposing of the nutritious pulp. They use the whole almond and churn it into a luscious butter.
- Nourishing you with a simple and sustainably made Australian Almond milk. Almo Naturals Chamomile is made with Chamomile Blossom extract, because the founder wanted to chill more and stress less.
- Product of Australia.

Ingredients: Filtered Water, Australian Almonds (4%), Raw Sugar Cane, ***Calcium Carbonate**, Natural Flavour, Turmeric, Organic Chamomile Blossom, Sea Salt, Xanthan.

Key Trend 2: Emotional & Cognitive Health

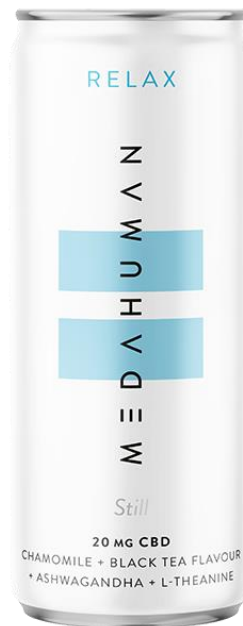


Innocent Blue Spark Super Smoothie

- Made from guava, pineapple, apple and blue spirulina, it contains vitamins B3 and B6 to contribute to normal psychological functioning and vitamin C to reduce tiredness and fatigue.
- Helps brighten your mind.
- Suitable for Vegan.
- Product of United Kingdom.

Ingredients: Pressed Apples, Mashed Bananas, Pineapple Juice, Crushed Guava, Coconut Water, White Carrot, Passion Fruit, Spirulina Extract, Lime, ***Vitamins (C, B3, B5, B6, Biotin, Folic Acid & B12).**

Key Trend 2: Emotional & Cognitive Health



Medahuman CBD Infused Drink, Relax

- It is a lavender and chamomile flavoured CBD drink that will help you de-stress.
- The product contains nootropics, nutrients, adaptogens, and broad-spectrum liposomal CBD for maximum absorption and efficiency.
- Cannabidiol (CBD) is a non-intoxicating compound in the hemp plant with enormous health potential; it supports the body's master regulator to create balance in the mind & body.
- Vegan Friendly.
- Product of United Kingdom.

Ingredients: Water, Maple Syrup, Magnesium Citrate from Marine Origin, Lemon Balm Extract (0.3%), Acidity Regulator: ***Citric Acid**, Ashwagandha Extract (0.15%), Chamomile Extract (0.15%), Natural Flavours, L-Theanine from Green Tea Extract (0.08%), Black Tea Extract (0.05%), Cannabidiol Extract (CBD), ***Vitamin D3**.

Key Trend 2: Emotional & Cognitive Health



VIVA Functional Drinks – Calm-White Peach & Melon

- Calm is enriched with chamomile passionflower extracts which supposed to help fight against stress and insomnia.
- Moreover, fennel extract is rich in protein, dietary fiber, B vitamins and minerals like calcium, iron and magnesium.
- Some studies suggests that fennel can reduce nausea and weakness. Lavender which is fourth functional ingredient form five is known for centuries as one of main herbs used in aromatherapy. Lastly, with a touch of valerian root which is well known by people with insomnia as stress releaser, calm is balanced to help reduce stress.
- Product of South Africa.

Key Trend 3: Tropical & Tangy

In coming years, the most prominent pattern experts have noticed is a significant rise in citrus flavours, sweeter spirit-flavored cocktails, and flavours used for ready-to-drink beverages¹.

The citrus flavour trend has led to a growing interest in orange, grapefruit, lime, and other berry blends¹.

When asked to select their top ten favourite flavours,



53% of global respondents chose
lemon while, **45%** chose orange².

Associations with lemon²:

Emotional: Energetic, useful, familiar, traditional, safe

Consumer-perceived health benefit: Immune support, digestive/gut health, weight management, beauty

Associations with orange²:

Emotional: Energetic, familiar, useful, traditional, trustworthy, safe

Consumer-perceived health benefit: Immune support, digestive/gut health, energy, beauty



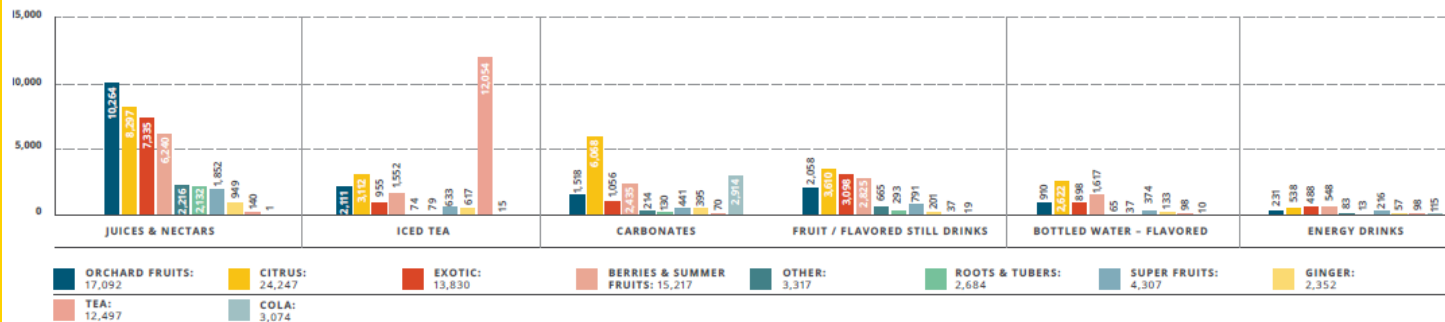
References

¹Flavorman. (2023). 2023 Beverage Trends.

²Kerry. (2022). A fresh look to the future of citrus.

Key Trend 3: Tropical & Tangy

Detailed review of products launched in the previous five years by category and flavour tonality (Innova New products 2016-2021)²:



Other increasingly popular flavour extracts for beverages include botanicals such as butterfly pea flower, black tea, and chamomile¹.



References

¹Flavorman. (2023). 2023 Beverage Trends.

²Kerry. (2022). A fresh look to the future of citrus.

Key Trend 3: Tropical & Tangy

Vida Zero Sparkling – Original Citrus

- Lemony and limey, VIDA ZERO original Citrus is a spritely drink with double citrus punches. Tangy and tarty freshness in a can!
- You can drink it straight or go the creative route and come up with interesting concoctions to enjoy. Not only are these drinks versatile that way, but it will also help you boost your immune system as they come in a range to increase your Vitamin C intake or lessen your sugar intake (without removing the delicious factor).
- Product of Malaysia.

Ingredients: Carbonated Water, Permitted Sweetening Substance (E968), Contains ***Acidity Regulator** (E330, E331(iii)) As Permitted Food Conditioner, Permitted Flavouring, Acesulfame-k (E950), As Permitted Non-nutritive Sweetening Substance, Sucralose (E955) And Permitted Preservative (E211).



Key Trend 3: Tropical & Tangy

Fanta Pineapple and Grapefruit

- Inspired by the flavours of the Caribbean, Fanta Pineapple & Grapefruit is a sparkling soft drink that contains real pineapple and grapefruit juice for a totally tropical taste!
- Product of United Kingdom.

Ingredients: Carbonated Water, Fruit Juices from Concentrate 5% (Pineapple, Grapefruit), Sugar, Acid (***Citric Acid**), Antioxidant (***Ascorbic Acid**), Sweeteners (Acesulfame K, Aspartame, Saccharins), Preservative (Potassium Sorbate), ***Flavourings**, Stabilisers (Acacia Gum, Guar Gum, Sucrose Acetate Isobutyrate, Glycerol Esters of Wood Rosins), Colour (Carotenes).



Key Trend 3: Tropical & Tangy

Nictar 100% Pure Pineapple Juice

- Nictar pineapple juice is squeezed from special varieties of pineapples planted in Malaysia which includes Morris, MD-2, Josapine and N-36.
- The non-GMO fruit juice contains the natural sweet and sour taste of pineapple juice, together it brings in good mouthfeel and good flavour.
- All the natural fibre and nutrients are perfectly retained in the natural juice. The juice will vitalize you and bring in good health.
- No added Sugar, No Preservative, No Coloring, No Fragrance, No Emulsifier
- Product of Malaysia

Ingredients: Pineapple



Key Trend 3: Tropical & Tangy

Zironjoy Mulberry and Citrus Mixed Juice Drink

- Natural mulberry and citrus aurantiifolia mixed juice drink, without food additives and sucrose.
- Product of China.

Ingredients: Water, Concentrated Apple Juice, Concentrated Lemon Juice (Addition $\geq 1\%$), Concentrated Mulberry Juice (Addition $\geq 0.6\%$), Green Lemon Juice (Addition $\geq 0.5\%$), Green Lemon Pulp, Small Lime Juice, Mulberry Juice, Purple Carrot Concentrated Juice, ***Vitamin C**.



Key Trend 3: Tropical & Tangy

Bundaberg Tropical Mango Sparkling Drink

- The taste of the tropics is brought to life with Bundaberg Tropical Mango! Brewed from the delicious summer fruit known for its luscious flavour, this refreshing drink will pleasantly surprise your tastebuds.
- Product of Australia.

Ingredients: Carbonated Water, Cane Sugar, Mango Puree (5%), Mango Brew (Water, Mango Puree, Sugar, Yeast), Acids (Lactic Acid, ***Citric Acid**), Natural Flavours, Colouring Foods (Concentrate of Apple, Safflower, Lemon, Carrot, Blackcurrant), Thickener (Pectin).



Key Trend 4: Redefining Value: Thinking Affordable & Sustainable



“Redefining Value throughout the F&B industry will lead in 2023 as consumers seek brands that provide quality, trust, and confidence via their product formulations, communications, and wider sustainability actions”¹.

5 Key Redefining Value Trends²:

DPO INTERNATIONAL

1. THINKING LONG TERM

In a time of economic instability, shoppers are willing to reach out for a product that offers added value, e.g a product that is produced sustainably.

2. CHOOSING LOCAL

Ingredient origins are another feature that consumers see as an added value. Over a third of consumers globally have said they prefer local or regionally produced goods.

3. KEEP IT SIMPLE

Added value does not mean complex. Consumers are looking for simple, affordable solutions to ensure their daily nutrient intake.

4. READING LABELS

Moving towards becoming more health-conscious, consumers are increasingly more aware of product labels, especially with food costs increasing.

5. SEARCH FOR INDULGENCE

Even though consumers reveal that their financial situation has worsened, they still allow themselves to make one-time impulse purchase with the added value of innovative flavours and tastes.

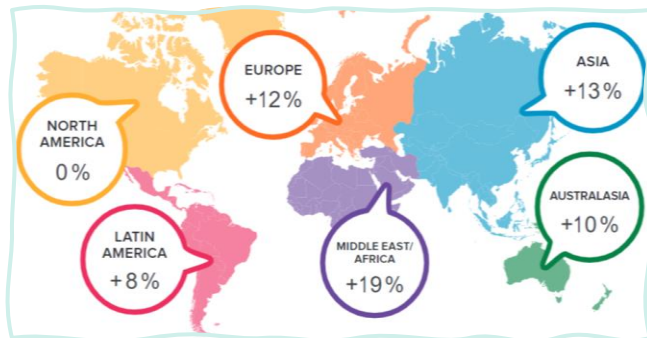
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¹Ferrer, B. (December 2022). “Redefining Value” Dominates Top Ten Trends for 2023. The World of Food Ingredients, 10-13.

²Innova Market Insights. (December 2022). Redefining Value: Thinking Affordable & Sustainable. The World of Food Ingredients, 14-15.

Key Trend 4: Redefining Value: Thinking Affordable & Sustainable

Use Of Ethical Claims On The Rise In Most Regions...



Source: Innova Database

Top 3 ways consumers are taking more actions to reduce their spending:

Minimise food waste	Recycle/upcycle/repurpose products	Choose products with environmentally friendly/less packaging
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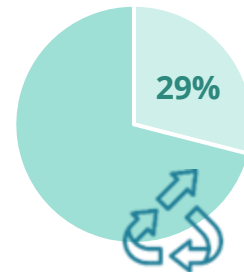
CONSUMERS ARE MORE COST-CONSCIOUS



2 out of 3 consumers globally say that they have changed their spending habits post-pandemic and are actively trying to save money while buying food and beverages

UPCYCLED INGREDIENTS

29% of consumers globally agree that upcycled ingredients are better in quality compared to regular ingredients



Source: Innova Trends Survey 2022

Key Trend 4: Redefining Value: Thinking Affordable & Sustainable



COWA Coconut Water

- COWA Coconut Water is 100% Natural packed coconut water with no added preservatives, water or flavor.
- It is packed with Tetra Pak water which mainly made from renewable resources that are responsibly sourced and FSC® (Forest Stewardship Council) certified. The use of renewable resources reduces the environmental footprint of Tetra Pak water packages, demonstrating good Corporate Social Responsibility.
- It comes with cap and top derived from sugar cane, meaning that the material used to make it grow back. The whole bottle is also recyclable. This results in a significant reduction in CO2 emissions, pushing the environmental footprint of Tetra Pak to a minimum.
- Tetra-Pak which could be stored for long periods and without altering its natural texture and taste!
- Product of Malaysia.

Ingredients: Coconut Water, Fruit Sugar, ***Flavouring Substance.**

Key Trend 4: Redefining Value: Thinking Affordable & Sustainable



Coca Cola Mexican Coke Glass Bottle

- "Coca-Cola" comes back with the classic contour bottle design and meets consumers with its familiar look.
- Glass bottles to provide consumers with a broader range of beverages in an environmentally friendly packaging.
- Better tasting with sugar and no aftertaste from glass bottle.
- Product of Mexico.

Ingredients: Carbonated Water, Caramel Colour, Phosphoric Acid, Aspartame, Potassium Benzoate (To Protect Taste), Natural Flavours, Potassium Citrate, Acesulfame Potassium, Caffeine.

Key Trend 4: Redefining Value: Thinking Affordable & Sustainable



Nestlé Milo UHT 200ml

- MILO® UHT Chocolate Malt Milk Drink is a ready to drink breakfast beverage with the natural goodness of malt barley, milk, cocoa, and Activ-Go to give you the energy to go further.
- Milo have fully transitioned to 100% paper straws for our entire MILO UHT range. These new paper straws are environment-friendly and meet Nestlé's stringent product quality standards to ensure safety of our consumers.
- Since 2020, 100% of the MILO® UHT range has been transitioned to paper straws to help eliminate 200 million plastic straw usage per year.
- Product of Malaysia.
- **Ingredients:** Skimmed Milk Powder (Cow's Milk), Malt Extract (Contains Barley), Sugar, Cocoa, Palm Olein, Sweet Whey Powder (Cow's Milk), Stabiliser, ***Minerals (Calcium Phosphate, Magnesium Carbonate, Sodium Phosphate, Ferric Pyrophosphate)**, Maltodextrin, Soya Lecithin, ***Vitamins (B3, B6, B2, D, B12)**.

Key Trend 4: Redefining Value: Thinking Affordable & Sustainable



Pepsi Cola, Bottle

- Bold, refreshing, robust cola. Great cola taste; light, crisp, refreshing, calories & aspartame free perfect for mixers at your next party or drinking anytime.
- Gluten-Free, Dairy-Free, Egg-Free, Lactose-Free, Soy/Soybean-Free, Casein-Free.
- Packaging made by recycled plastic (rPET) that can be used to make many products such as polyester fabric.
- Product of USA

Ingredients: Carbonated Water, High Fructose Corn Syrup, Caramel Colour, Sugar, Phosphoric Acid, Caffeine, ***Citric Acid**, Natural Flavour.

Key Trend 4: Redefining Value: Thinking Affordable & Sustainable



Ethical Bean Fairtrade Organic Classic Medium Roast Ground Coffee

- USDA organic coffee is grown free from harmful chemicals and pesticides.
- Fair trade certification ensures farmers and their families receive a fair price for their coffee.
- Ethical Bean Coffee also makes 100% compostable single-serve coffee pods.
- Product of USA.

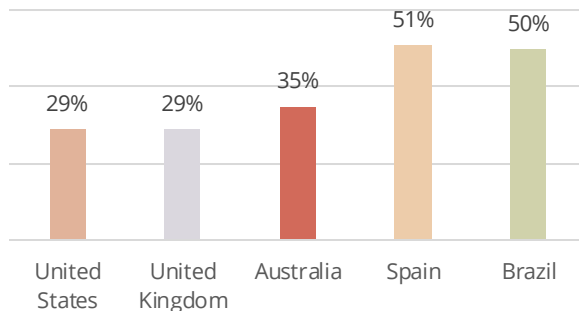
Ingredients: Arabica Coffee

Key Trend 5: Sweetness Solution

As consumers embrace healthier lifestyles, they are not only looking for functional ingredients in their food and beverages, and sugar content is one of the factors that they closely look at the food labels².

As sugar reduction became the mainstream in food industry, consumers craves beverage with less sweetness, but they also don't want to compromise on taste or experience².

Consumers avoiding sugar (%)¹



Source: NNB 5-country survey 2022

Permission To Indulge..

has proven to be one of the smartest marketing strategies. Humans love to hear that something indulgent and pleasurable is also good for them. Using this strategy in your sugar reduction efforts is a must-do for every company¹.



References

¹Mellentin, J. (2022). 10 Key Trends in Food, Nutrition & Health 2023. Industry Report.

²Morin, T. (December 2022). Ingredients to Elevate Functional Food & Beverages. The World of Food Ingredients, 16-19.

Key Trend 5: Sweetness Solution

Strategies for Sweetness Reinvented

1

Reduce, Replace, Eliminate

Consumers are strongly motivated by reducing their consumption of sugar. Consumers are keen towards brands that offer them “permission to indulge”, delivering something that they enjoy because it has reduced sugar or what they perceive as “better” sweetness.

2

Keep it Natural

Honey, dates or maple syrup are seen by many consumers as “healthier” because they are natural. Consumers are open to being led by social media and by brands to embrace a wide variety of sweeteners they perceive as natural. Using naturally sweet ingredients as part of a product supports claims of “no added sugars” and “no sweeteners”, both claims relevant to a large segment of consumers.

3

Emergent: Better Blood Sugar

People who are trying to manage their blood sugar for weight management or because they are concerned about diabetes or obesity. “Little impact on blood sugar” could be a new marketing message.



References

Mellentin, J. (2022). 10 Key Trends in Food, Nutrition & Health 2023. Industry Report.

Key Trend 5: Sweetness Solution

100 Plus Reduced Sugar

- 100PLUS Reduced Sugar has less sugar compared to 100PLUS Original, and it only contains 4g Sugar per 100ml, with no added sweetener.
- Experience 100PLUS Reduced Sugar, the (remove) low-sugar beverage that replenishes fluids and electrolytes lost in an active day, allowing you to stay optimally hydrated and energised.
- Product of Malaysia.

Ingredients: Carbonated Water, Sugars (Include 1% Glucose), Citric Acid, ***Sodium Citrate**, Sodium Chloride, ***Potassium Phosphate**, ***Calcium Phosphate**, ***Flavourings**, Sodium Benzoate.

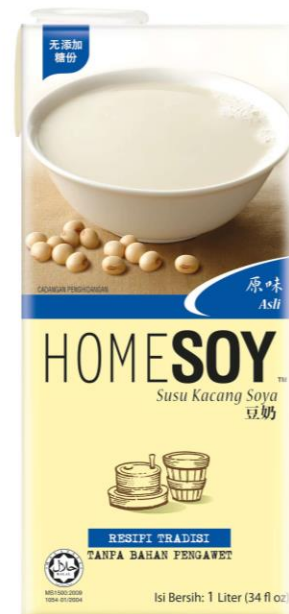


Key Trend 5: Sweetness Solution

Homesoy No Sugar

- Made from the freshest soya beans using HOMESOY's home-style recipe to retain the soy's original aroma and texture with no sugar added for those who prefer unsweetened soy milk. As a result, it has a rich authentic soya taste and it's as natural as you can get.
- Product of Singapore.

Ingredients: Soya Bean Extract, Water and Salt. Contains Permitted Food Conditioner (Acidity Regulator 501) and ***Flavouring**.



Key Trend 5: Sweetness Solution

Crystal Light Sugar-Free Concord Grape

- With zero grams of sugar and only 5 calories per serving, Crystal Light is a sweet alternative to juice and soda and has 90 percent fewer calories than leading beverages (this product 5 calories, leading beverages 100 calories), so you don't have to choose between taste and calories.
- It has a classic grape flavor for a refreshingly smooth taste.
- Product of USA

Ingredients: *Citric Acid, Maltodextrin, Aspartame, *Calcium Phosphate, Salt, Natural And Artificial *Flavour, Acesulfame Potassium, Potassium Citrate, Red 40, Blue 1.



Key Trend 5: Sweetness Solution

Minute Maid Zero Sugar Fruit Punch

- Made with real fruit juice, Minute Maid Zero Sugar Fruit Punch has the classic flavor you know and love, now with ZERO grams of sugar per serving.
- Excellent source of Vitamin C.
- Product of USA

Ingredients: Pure Filtered Water, Lemon Juice From Concentrate, Less Than 2% Of: Grape And Pineapple Juices From Concentrate, Apple Purée From Concentrate, Natural Flavours, ***Citric Acid** (Provides Tartness), ***Vitamin C (Ascorbic Acid)**, Aspartame, Acesulfame Potassium, Grape Skin Extract (For Colour).



Key Trend 5: Sweetness Solution

Signature Market Organic Energy Soy Milk Powder (No Added Sugar)

- Made from 100% organic skin-peeled soya beans to reduce purine content, thus helps to lower the risk of gout problems caused by purine.
- Containing no chemical additives, preservatives, colourings, flavourings, trans-fat or anti-caking agents, our Organic Energy Soy Milk Powder is as natural as it gets.
- Although this product is not processed with any added sugar, it can contain naturally-occurring sugar which will reflect on the nutrition fact value.
- Product of China

Ingredients: 100% Organic Skin Peeled Soya Bean.





To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com

References



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