

Global Functional Drinks Market 2016 to 2020

Wiseguyreports.com analysts have shown that the global functional drinks market will grow at a CAGR of more than 8% over the forecast period.

PUNE, INDIA, April 12, 2016 /EINPresswire.com/

-- Overview of the [functional drinks market](#)

Functional beverages are a part of the non-alcoholic beverages segment that contains vitamins, herbs, pre- and probiotics, non-digestible fiber, or amino acids. These drinks are formulated to boost immunity, improve digestion, and promote health functions. The health benefits associated with functional drinks is one of the key factors driving the growth of this market during the forecast period. The presence of ingredients such as vitamins, antioxidants, or herbs has nutritional, and health benefits, such as hydration and replenishing post exercise, improved digestive health, and an intestinal flora and gut function.

Moreover, with an increasing focus on disease prevention due to rising healthcare costs, the market for functional drinks has a positive outlook in the coming years. Furthermore, marketers of functional drinks are focussing on modifying the labeling and packaging and aligning each formula against a particular health benefit and application such as hydration for sports drinks or probiotic shot for gut health, thereby spurring the growth prospects of this market. Extensive research by the analysts has shown that the global functional drinks market will grow at a CAGR of more than 8% over the forecast period.

Access a Report Copy @ <https://www.wiseguyreports.com/reports/global-functional-drinks-market-2016-2020> .

In this industry research report, the analysts have estimated factors like the increasing use of natural ingredients and botanicals in functional drinks will bolster the growth prospects of this market in the coming years. The global functional drinks market is launching more functional drinks made using natural ingredients. Also, several vendors are experimenting with unique ingredients and are coming up numerous assortments of natural functional beverages. For



instance, Scheckter's Organic Energy is a 100% organic energy drink containing a plethora of organic ingredients including Brazilian guarana, organic raw Brazilian coffee seed, ginkgo biloba, organic pomegranate juice, organic ginseng, organic elderberry, organic lemon juice, organic raw fair trade sugar, and natural spring water. The introduction of natural ingredient-based functional drinks is expected to fuel the demand for functional beverages over the forecast period.

Product segmentation and analysis of the functional drinks market

- Functional fruit and vegetable juices

- Energy beverages

- Pro- and prebiotic drinks

- Sports beverages

- Functional RTD teas

- Dairy alternative beverages

- Functional water

During 2015, the functional fruit and vegetable juices segment dominated the market and accounted for more than 30% of the market share. Most of the functional fruit and vegetable juices contain natural fruit and vegetable extracts and do not contain added preservatives. Moreover, these beverages have a low-calorie content and reduced sugar substitutes to meet the growing demand for low-calorie and healthy beverages. Despite innovations in products and the use of new processing technique, the market for functional fruit and vegetable segment is expected to decline by the end of 2020.

Geographical segmentation and analysis of the functional drinks market

- Americas

- APAC

- Europe

- MEA

During 2015, the Americas dominated the functional drinks market and accounted for over 38% of the total market share. Factors such as increasing consumer awareness about health and wellness and growing focus on outdoor activities to impel the growth prospects of this market in the region. Moreover, a growing number of health-conscious people looking for healthy alternatives to soft drinks will also aid in the growth of the functional drinks market in the Americas.

Purchase a 1-User License Copy @

https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=390354 .

Competitive landscape and key vendors

The global functional drinks market is highly competitive due to the presence of a few global players in the market. The growing presence of small- and mid-size vendors is further

intensifying the competition. The providers in this market compete in terms of price, quality, product differentiation, distribution, and promotion to gain maximum market prominence during the forecast period.

Key vendors in this market are -

- Coca-Cola
- Danone
- Monster Beverage
- PepsiCo
- Red Bull
- Yakult

Other prominent vendors in the market include Archer Daniels Midland (ADM), Campbell Soup, Del Monte Pacific, Dr. Pepper Snapple Group, Fonterra, GlaxoSmithKline, JDB Group, Kraft Heinz, Living Essentials, Nestlé, Otsuka Pharmaceutical, Rockstar, Suntory, TC Pharmaceutical Industries, The Hain Celestial Group, Unilever, Uni-President, Welch's, and White Wave Foods.

List of Exhibits

- Exhibit 01: Product offerings
- Exhibit 02: Products in global functional drinks market
- Exhibit 03: Market size of global functional drinks 2015 (\$ billions)
- Exhibit 04: Five forces analysis
- Exhibit 05: Segmentation by product type 2015
- Exhibit 06: Segmentation by product type 2020
- Exhibit 07: Revenue by product segment 2015 and 2020 (\$ billions)
- Exhibit 08: Global functional fruit and vegetable juice market 2015-2020 (\$ billions)
- Exhibit 09: Global energy beverages market 2015-2020 (\$ billions)
- Exhibit 10: Global pro- and prebiotic drinks market 2015-2020 (\$ billions)
- Exhibit 11: Global sports beverage market 2015-2020 (\$ billions)
- Exhibit 12: Global functional RTD tea market 2015-2020 (\$ billions)
- Exhibit 13: Global dairy-alternative beverage market 2015-2020 (\$ billions)
- Exhibit 14: Global functional water market 2015-2020 (\$ billions)
- Exhibit 15: Market segmentation by geography 2015
- Exhibit 16: Market segmentation by geography 2020
- Exhibit 17: Revenue by region and CAGR 2015 and 2020
- Exhibit 18: Revenue of product segments by geography 2015 (\$ billions)
- Exhibit 19: Revenue of product segments by geography in 2020 (\$ billions)
- Exhibit 20: Key leading countries
- Exhibit 21: Impact of drivers
- Exhibit 22: Impact of drivers and challenges
- Exhibit 23: Danone: Business segmentation
- Exhibit 24: Danone: Business segmentation by revenue 2014
- Exhibit 25: Danone: Business segmentation by revenue 2013 and 2014 (\$ millions)

Exhibit 26: Yakult: Business segmentation by revenue 2015

Exhibit 27: Yakult: Business segmentation by revenue 2014 and 2015 (\$ millions)

Exhibit 28: Yakult: Geographical segmentation by revenue 2015

Inquire for more information @ <https://www.wiseguyreports.com/enquiry/global-functional-drinks-market-2016-2020> .

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

16468459349

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/321031238>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.