

Functional Drinks 2016 Global Market Expected to Grow at CAGR 8% and Forecast to 2020

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This market research study presents a detailed segmentation of the [global functional drinks market](#) by product (functional fruit and vegetable juices, energy beverages, pro- and prebiotic drinks, sports beverages, functional RTD teas, daily-alternative beverages, and functional water) and by geography (Americas, APAC, Europe, and MEA). The key leading vendors in the market are Coca-Cola, Danone, Monster Beverage, PepsiCo, Red Bull, and Yakult.

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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 at Technavio has shown that the global functional drinks market will grow at a CAGR of more than 8% over the forecast period.



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.

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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.

Key questions answered in the report include

- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global functional drinks market?
- What are the key market trends impacting the growth of the global functional drinks market?
- What are the challenges to market growth for functional drinks?
- Who are the key vendors in the global functional drinks market?
- What are the market opportunities and threats faced by the vendors in the functional drinks market?
- Trending factors influencing the market shares of the Americas, APAC, Europe, and MEA.
- What are the key outcomes of the five forces analysis of the global functional drinks market?

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