

Functional Beverages Market Highlights, Top Key Players Strategy Analysis, Trends and Forecast to 2022

Functional Beverages Market by Type (Probiotic Drinks, Energy Drinks), Packaging (Bottle, Tetra Pack), Functions (Hydration), and Region - Forecast to 2022

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Market Research Future published a Half Cooked Research Report on the Functional Beverages Market. The [Global Functional Beverages Market](#) is estimated to grow at a CAGR of 5.5% from 2016 to 2022.

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Key Players in Market are as PepsiCo (U.S.), Fuze Beverage (U.S.), Coca-Cola (U.S.), Altria Group (U.S.), Kraft Foods (U.S.), General Mills (U.S.), Campbell Soup Company(U.S.)& Red Bull GmbH (Austria)”

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Market Highlights

Functional Beverages Market is experiencing continuous growth in the last few years. Increase in working class population and demand for healthy alternatives for carbonated drinks have resulted in the growth of this market. Weight management and hydrations are the new trends that have come up as a key opportunity, due to sedentary lifestyle and growing obese population; consumers want to opt for healthier lifestyle. Major players in the functional beverages market are investing on research and development to create zero-calorie products and innovative packaging. Major companies have also invested in vending machines, so as to create

awareness, advertise new products, and also to get feedback from the consumers.

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Functional Beverages Market Key Players:

The key players profiled Functional Beverages are as follows:

- PepsiCo (U.S.)
- Fuze Beverage (U.S.)
- Coca-Cola (U.S.)
- Altria Group (U.S.)
- Kraft Foods (U.S.)
- General Mills (U.S.)

- Campbell Soup Company (U.S.)
- Ocean Spray (U.S.)
- Red Bull GmbH (Austria)

Taste the market data and market information presented through more than 60 market data tables and figures spread over 110 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on “[Global Functional Beverages Market Research Report- Forecast to 2022](https://www.marketresearchfuture.com/reports/global-functional-beverages-market-research-report-forecast-to-2022)”

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Market Research Analysis:

- Rapid innovation in the functional beverages products inclusion of various flavors, function-specific products like sports functional beverages, probiotic drinks are driving the functional beverages market
- Functional beverages is generally considered as healthy drink and as a part of healthy lifestyle, has led to innovation in various formats like high fibers, low sugar, vitamin-rich, and probiotic rich has also supported the functional beverages market to a greater extent

Intended Audience

- Functional beverages manufacturers
- Dairy beverages manufacturers
- Healthy food and beverages manufacturers
- Energy drink manufacturers
- Retailers, wholesalers
- E-commerce companies
- Traders, Importers and exporters

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In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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