



Introducing DataM Insights – The Future-Forward Market Intelligence Platform for the Food & Beverage Industry

Unlock 1,200+ F&B reports, consumer trends, custom data, and innovation alerts with DataM Insights — the next-gen market intelligence platform.

AUSTIN, TX, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- In a fast-evolving food ecosystem driven by innovation, sustainability, and shifting consumer behavior, access to reliable, timely, and actionable intelligence is no longer a luxury - it's a necessity. DataM Intelligence proudly unveils DataM Insights, a comprehensive subscription platform designed exclusively for professionals in the Food, Beverage & Nutrition sectors.

“

As a category lead in functional foods, DataM Insights gives us real-time clarity, trend foresight, and data we can act on - it's become our strategic edge.”

VP Strategy, Global F&B Firm

Whether you're launching functional ingredients, formulating next-gen products, or tracking regulatory and

category innovations, DataM Insights equips your team with end-to-end data visibility and decision-making confidence.

Request for FREE Trial Database Access: <https://datamintelligence.com/reports-subscription?kailas>

□ What Makes DataM Insights for F&B Different?

□ Published Market Reports

- Access a growing library of 1,200+ full-length market reports spanning:

- o Functional Foods & Beverages

- o Nutraceuticals & Dietary Supplements

- o Alternative Proteins & Plant-Based Products

- o Sugar Reduction, Fermentation, Probiotics & Postbiotics

- o Dairy Innovation, Fortification Trends, and More

- Includes market size & forecast (volume/value), innovation trends, M&A activity, and competitive landscape

□ Upcoming Reports Access

- Preview our Food & Beverage report pipeline before publication
- Request priority access or fast-tracking for high-impact categories
- Influence scoping based on your business priorities

□ On-Demand Deep-Dive Reports

- 100% custom-built studies on:
 - o Ingredient positioning in target demographics
 - o Clean label, sustainability, or allergen-free trends
 - o Global vs. Regional category performance
- Fast delivery (10–12 working days), with interactive analyst support

□□ Snapshot Reports / Category Outlooks

- Ideal for executive overviews or early-stage market scanning
- Includes consumer behavior highlights, regulatory updates, and trend forecasts
- Cost-effective, quick-reference assets for board or product planning meetings

□ Value-Added Subscription Benefits (Food & Beverage Industry)

Inspired by market leaders like Innova Market Insights and Euromonitor, DataM Insights offers:

□ Unlimited Report Access

Download any F&B-focused published report - no caps, no extra fees.

□ Consumer Trend Mapping

Access curated insights on:


- Health & Wellness Drivers
- Clean Label & Sustainability
- Plant-Based, Keto, High-Protein, and Functional Nutrition Trends
- Innovation Funnel from Startups to Multinationals

□□ Custom Data Requests

Get 2–3 tailored data pulls per quarter, such as:

- Volume/value by region
- Ingredient usage benchmarking
- Claims usage in marketing copy
- Price positioning vs. competitors

□ Category Trackers & Dashboards



The image shows a laptop screen displaying the DataM Insights1 dashboard. The dashboard is titled "Introducing the New DataM Insights Database | Smarter, Faster Market Intelligence for Future Ready Company". It features a sidebar with "INDUSTRIES" (Aerospace, Defence and Aviation, Agriculture, Automotive and Transportation, Biotechnology, Chemicals, Clinical Diagnostics, Consumer Packaged Goods, Energy and Power, Food and Beverages, FMCG, Healthcare IT) and a "GEOGRAPHY FILTER" (Market Zones, North America, Western Europe, Northern Europe, Eastern Europe, Middle East, South Asia, Southeast Asia, East Asia, Central Asia). The main content area shows "Published Reports" with a search bar and a list of reports, including "457" and "\$2m". The laptop is labeled "DataM Insights1" below it.

Track performance across 25+ F&B sub-categories:

- Volume, growth drivers, NPD volumes, and brand launches
- Country-level market shares and CAGR visuals
- Analyst Support & Quarterly Reviews
 - Monthly catchups with a dedicated account manager
 - Quarterly review meetings with senior analysts
 - Support for internal presentations, investor decks, or client pitches
- Innovation Scouting & Regulatory Alerts
 - Alerts on:
 - o Novel ingredient approvals
 - o Labelling changes (e.g., HFSS, Nutri-Score, Front-of-Pack)
 - o Functional health claims monitoring
 - Ongoing update briefs on top food tech and fermentation start-ups

□ Who Is It For?

- F&B Manufacturers and Brand Managers
- Ingredient Suppliers and Flavor Houses
- Nutrition & Health R&D Teams
- Retail Category Managers
- Marketing & Trend Strategy Teams
- Private Equity & Innovation Scouts

□ Example Use Cases

- Tracking gut health claims growth in beverages in APAC
- Sizing alternative sweeteners market in North America
- Assessing growth in postbiotic supplements for infants
- Benchmarking vegan cheese launches across EU5
- Mapping regulatory impact on collagen-based products in LATAM

□ Pricing & Demo Access

We offer flexible subscription models based on team size and geographic scope. To schedule a walkthrough or request pricing, contact:

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