

A YEAR OF INNOVATION IN FUNCTIONAL FOOD & DRINK, 2023

Innovation in functional food and drink continues to pivot around consumers' health needs with a notable focus on energy, relaxation and sleep support.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- Overview of functional food and drink launches in Europe
 - Graph 1: functional food and drink launches, by share of sub-category, 2021-23
 - Graph 2: total food and drink launches, by share of functional claims, 2019-23

Europe: functional food launches seek to address consumers' energy needs

- Consumers seek to stimulate their energy levels through their diet
- The share of energy claims rises among launches of functional food
- Food launches call out energy support benefits through ingredients and EFSA*-approved micronutrients

Europe: functional drink brands innovate to help consumers unwind

- Consumers show interest in functional food or drink that promotes better sleep
- Stress and sleep support claims remain niche among launches of functional drinks
 - Graph 3: launches of functional drinks, by share of top functional claims, 2021-23
- Functional drinks leverage botanicals to help consumers unwind and de-stress
- Brand renovation/innovation: Hip Pop introduces gut-friendly sodas in the UK

The Middle East & Africa (MEA)

- Functional energy claims are growing among functional food and drink launches in MEA

ASIA PACIFIC (APAC)

- Overview of functional food and drink launches in APAC
 - Graph 4: food and drink launches, by share of functional claims, 2019-23
 - Graph 5: functional food and drink launches, by share of sub-category, 2021-23

Asia: functional claims record an increase among bakery launches in India

- Bakery products with added health boosts appeal to consumers
- Indian bakery producers are offering more healthful options
 - Graph 6: functional food launches, by share of sub-category, 2021-23
- Bakery products with digestive health claims recorded significant growth over the last year
- Brand renovation/innovation: Indian brand launches healthy millet-based pancake mix for children

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Asia: sports drink brands diversify functional claims beyond hydration

- Asian consumers are seeking sports drinks with benefits
- The share of functional sports drink launches records a moderate growth over the last year
 - Graph 7: functional drink launches, by share of top five sub-categories, 2019-23
- Beyond enhanced hydration, sports drink launches promise to boost energy levels, enhance immunity and promote vitality

Australia & New Zealand

- Functional claims record a rise among drinks launches in Australia and New Zealand

THE AMERICAS

- Overview of functional food and drink launches in the Americas
 - Graph 8: functional food and drink launches, by share of sub-category, 2021-23
 - Graph 9: food and drink launches, by share of functional claims, 2019-23

North America: fruit snacks with functional claims record a rise in launch activity

- Consumers look for fruit products with added benefits
- The share of fruit snack launches with functional claims doubled in North America
 - Graph 10: fruit snack launches, by share of functional claims, 2019-23
- Fruit snacks with functional health benefits are well placed to find growing success amongst busy consumers

North America: functional claims take off in carbonated soft drinks

- Functional benefits can help carbonated soft drink users find balance in their quest toward healthier choices
- Digestive health is the most prolific functional claim among CSD launches
 - Graph 11: carbonated soft drink launches, by share of top functional claims, 2022-23
- CSD launches call out the functional benefits of their products

Latin America: food products with energy-boosting credentials are in demand

- Brazilian adults are interested in diets that support their energy levels
 - Graph 12: launches of functional food, by share of functional energy claims, 2019-23
- Functional food products call out 'enhanced energy' as a selling point explicitly on pack

Latin America: stress and sleep support is the focus of tea innovation

- Tea can help consumers manage the challenges of modern life
 - Graph 13: tea launches, by share of functional stress & sleep support claims, 2019-23
- Tea blends that stimulate good mood and promote relaxation

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