

Kerry research as Immune health is a top priority for functional beverage consumers

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Kerry surveyed over 10,000 consumers from 18 countries across North America, South America Europe, Asia Pacific, South Africa and Australia to learn more about their changing priorities and preferred ingredients in functional and fortified beverages.

The research found that immune support is still the highest health priority for consumers and is a particular focus not only in the US and UK, but also across developing markets including Guatemala, Brazil, South Africa, the Philippines and India.

A total of 53% of global consumers are interested in beverages containing ingredients specific for immune support but want to see science-backed ingredients, citing vitamin blends, omega-3 fatty acids and probiotics as the top ingredients on their radar. Although the overall taste experience is vital, the primary focus of consumers is on the nutritional impact of these products and the quality of ingredients used in them.

A preference for beverages supporting skin and hair beauty was more pronounced in several developing markets (such as the Philippines, South Africa, Indonesia, India, Poland, Brazil, Colombia and Guatemala) and continues to be a priority in leading markets including the US and UK. New product launches containing collagen have risen by 19% over the past four years and products containing biotin have risen by 14% during the same period (Innova, 2022).

Soumya Nair, Global Director of Consumer Research and Insights at Kerry said “A significant opportunity exists in the functional and fortified space, with the conventional line between supplements and beverages blurring. According to our research, a total of 86% of consumers stated they would pay a premium for food and beverages with added functional benefits.

The global functional beverage market predicted to grow at 10.49% annually, reaching nearly \$200 billion by 2026 (Food Institute 2021), there is ample opportunity to innovate in this space.