

# Translating functional beverage trend insights into winning product strategies



## Business need

A leading beverage company sought a comprehensive understanding of the functional benefits in RTDs to identify which attributes are experiencing the strongest growth and long-term consumer resonance, guiding future investment decisions.

## What we provided

We integrated value sales and growth data with consumer insight signals and NPD tracking to assess the evolution of functional benefits across markets. By mapping adoption and maturity levels by market, we identified emerging consumer needs and evaluated which benefits and attributes were gaining or losing traction across retailers. These insights were consolidated into an interactive Power BI dashboard, enabling stakeholders to explore key levers—such as functional benefits, markets and beverage categories, while driving informed category and brand-level decisions.

## Client outcome

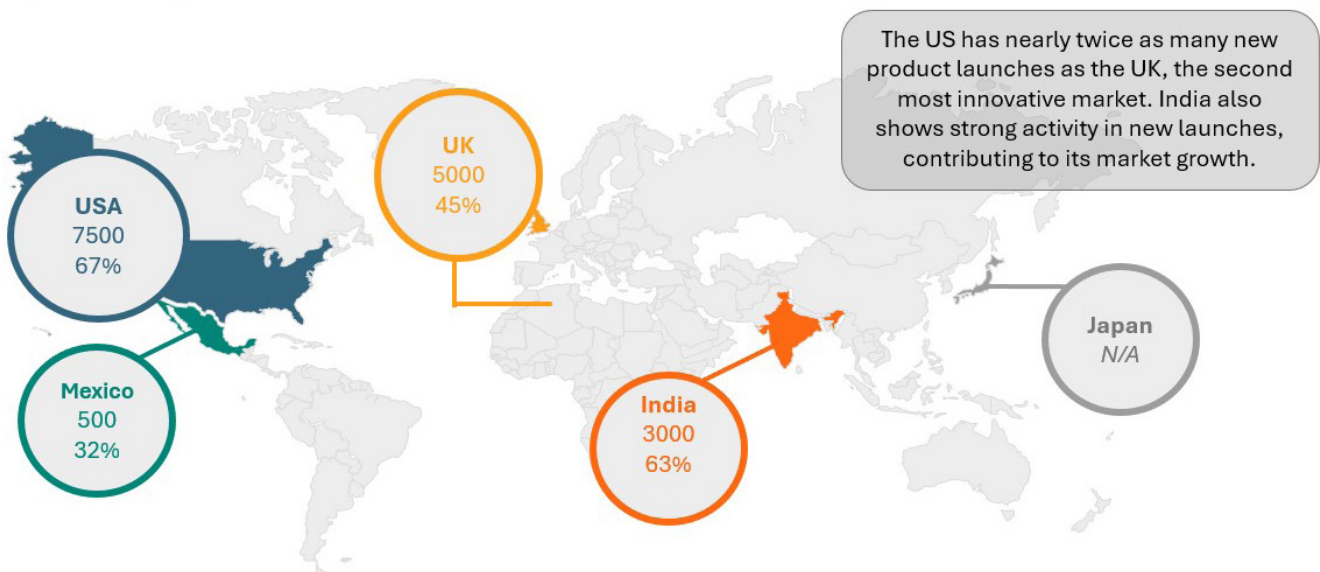
We provided a targeted and prioritised breakdown of functional benefits across categories and markets, enabling the client to strategically focus on innovation efforts within specific brands and operating units.

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# Functionality overview



## The US leads in functional beverage product launches, followed by the UK, while Mexico lags significantly



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