

# Mental, cognition and mood opportunities in functional beverages



## Business need

A global beverage company wanted a clear understanding of mental, cognitive and mood-related functions within beverages. The brand also wanted to size the market and identify white space opportunities for its products.

## What we provided

We delivered an insight-led overview of consumer need states related to these functions and quantified the market size for beverages that deliver on them. Our experts also explored growth dynamics and differences across regions and compared current offerings and gaps with consumer needs. This analysis highlighted distinct white space opportunities and provided actionable steps with clear direction on where to invest effort in innovation and growth.

## Client outcome

Our comprehensive assessment clarified the broader market context, identified the attributes driving growth in the mental, cognitive and mood functions and uncovered the latest trends and innovations. It identified key successes and competitive challenges, equipping the business with the confidence to make informed, strategic decisions.

## Connect with us

# Carbonates lean on functional claims, while other categories innovate with ingredients

BRAND	CATEGORIES	CLAIMS					INGREDIENTS				
		CALM	RELAX	CHILL	UNWIND	STRESS RELIEF	ADAPTO GENS	CHAGA	LION'S MANE	CBD	CHAMOMILE
CALAMANSI SPARKLING	Non-Cola Carbonates	●	●	●	●	●	●	●	●	●	●
CANADA DRY	Non-Cola Carbonates	●	●	●	●	●	●	●	●	●	●
JAZTEA	RTD Tea	●	●	●	●	●	●	●	●	●	●
BEYOND VITAMINS	RTD Coffee	●	●	●	●	●	●	●	●	●	●
PREDATOR	Energy Drinks	●	●	●	●	●	●	●	●	●	●
CALIFORNIA	Energy Drinks	●	●	●	●	●	●	●	●	●	●
FLOR DE LA PAZ	Tea	●	●	●	●	●	●	●	●	●	●
ORGANIC SIDE	Sports Protein Products	●	●	●	●	●	●	●	●	●	●
HATSU	RTD Tea	●	●	●	●	●	●	●	●	●	●


 Brand Claim
  Indirect Association
  No Association
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