

Find Your Flow



Hydration

Staying hydrated is a top priority for consumers, with 58% reporting that it's the biggest change they've made to improve their health, more than increasing exercise (53%). Despite this, only 12% of consumers have purchased a dedicated hydration product, showing clear room for growth in this category.

Growth and Where to Watch

With hydration viewed as the most trusted category for efficacy, there is a clear growth opportunity in developing more targeted hydration products. As consumers become more conscious of their health, educating them on the benefits of specialized hydration products could spur greater adoption.

Flavours Growing

Citrus flavours are in high demand, with 49% of consumers associating them with feelings of refreshment, energy, and health. Lemon & lime is the top choice (45%), but only accounts for 6% of product launches.

As a segment, hydration is viewed as the most trusted for efficacy compared to other functionalities

How interested are you in having the following functional ingredients in your food and beverage? (Global, 2022)

