Find Your Flow



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)

0	% 10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Hydrating/rehydrating	17%	33%		32%			12%	6%		
Improving gut/digestive health	13%				34%			14%		7%
Improving sleep	13%	28%			35%			16%		8%
Destressing/relax/calm	13%	27%			35%			17%		8%
Giving me long-lasting energy	12%	28%			36%			16%		8%
Improving sports performance/recovery	12%	28%			36%			16%		8%
Boosting short-term energy	11%				39%				15%	6%
Improving mental focusialertness	11%	26%			37%			189		8%
Boosting immunity	10%	27%			39%			16%		8%
Brain health	11%	25%			36%			19%		9%
Improving/enhancing mood	1196	24%			36%			19%		10%
Building muscle tone	10%				38%			19%		9%
			Extremely	y =Very	= Mode	erately				

## **SYNERGY**<sup>®</sup>

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