

Find Your Flow



Energy

Dairy with energy-boosting benefits is gaining traction as busy consumers seek convenient, healthy and nutritious foods throughout their day. Functional claims around energy are increasing and go hand in hand with refreshing, flavourful formats.

Growth and Where to Watch

Consumer demand for energy-boosting dairy is on the rise and flavour matters. Berry profiles lead the way in consumer interest, with tropical and citrus flavours closely following. Despite this, UK product launches over the past five years have focused more on familiar favourites like strawberry, peach and even indulgent options like cheesecake.

Flavour Focus

Raspberry is showing strong potential as an underused flavour in the energy-boosting dairy space. While berry flavours continue to perform well, strawberry has become saturated in the market. This opens the door for innovation with berry-led blends and vibrant tropical combinations that better align with evolving consumer preferences.

Do you plan to make improvements to any of the following areas of your health over the next twelve months? Please select all that apply.

FMCG Gurus, Jan 2025

