Global Functional Beverages Market Information: by Type (Energy Drinks, Sports Beverages), Distribution Channel (Store Based, Non-store Based), Function (Health & Wellness, Weight Management), and Region – Global Forecast Till 2023

Market Synopsis

The rise in health-consciousness among consumers has led to them shunning carbonated beverages for a sounder option. Functional beverages contain ingredients such as amino acids, minerals, vitamins, herbs, nootropics, and other vital ingredients which can revitalize drinkers. The global functional beverages market is projected to exhibit a 6.63% CAGR from 2018 to 2023 (forecast period) owing to various benefits accorded to these drinks. Innovation in terms of packaging, research and development of flavors, and new product launches are factors expected to spur market growth over the forecast period. Furthermore, the demand for functional beverages to cater to the elderly populace can open up new opportunities for the market.

Report Overview

The report provides an accurate overview of the market by correlating the historical data with key market dynamics. Our analysts make astute predictions regarding the scope of the market and its future prospects. MRFR's report includes a thorough analysis of the global functional beverages market segmented according to type, distribution channel, function, and region. Numerous growth strategies undertaken by companies as well as the latest trends driving the market are outlined in the report. The market share of all prominent players and their current position in the market is discussed in minute detail. It analyzes new revenue sources for players and emphasize on the various strategies implemented by players.

Segment Overview

By type, the functional beverages market is segmented into energy drinks, sports beverages, prebiotic and probiotic drinks, functional fruits and vegetable juices, functional dairy products, dairy alternative beverages, and others. ‘Others’ is sub-segmented into teas & coffee and water. Distribution channels discussed for expansion plans of key players include store-based and non-store based. Functional beverages are segmented on the basis of function into hydration, weight management, energy and rejuvenation, and health and wellness.

The segments covered in the functional beverages market report are analyzed with respect to four main regions – North America, Europe, Asia Pacific (APAC), and the Rest-of-the-World (RoW), with respective country-level market sizing. The report discusses in detail the various players residing in these regions and their respective strategies to climb up the market ladder.

Competitive Landscape

Notable players in the functional beverages market include Nestle S.A. (Switzerland), The Coca-Cola Company (U.S.), PepsiCo Inc. (U.S.), Fonterra Co-operative Group Ltd. (New Zealand), Mondelez International Inc. (U.S.), Hain Celestial Group (U.S.), Monster Beverage Corporation (U.S.), Kraft Heinz Company (U.S.), Campbell Soup Co. (U.S.), and Danone (France).

The report offers comprehensive profiles on these market players and assesses their current standing in the market. Company history coupled with annual turnover, profit margins,
segmental share, SWOT analysis, growth strategies, expansion techniques, and latest R&D initiatives are discussed in minute detail.

Research Methodology

At MRFR, our research analysts conduct a thorough objective analysis of the market while creating market reports by adhering to a rigorous set of standards which allow a truly comprehensive view of the market. Use of primary research strategies such as interviews with top executives of prominent beverage manufacturing companies. Secondary research entails a thorough analysis of past and present trends in a forward-looking manner.

In addition, market size estimation and validation use both top-down & bottom-up approaches to obtain data from the value and supply chain. The balanced number of buyers and suppliers will result in a negligible demand-supply gap. Credible resources are accessed and verified by analysts to understand the nuances of market factors with consistency. Competent data analysts use strong analytical tools to ascertain accurate analysis of very relevant parameters in an effort to provide clients with a conclusive and dependable view of the future.

Analysis Period

- Base Year - 2017
- Projection Period - From 2018 to 2023
- Market Denomination - USD Billion
- Conversion Rate - Considered as per the respective financial years

Intended Audience

- Global Functional Beverage Manufacturers
- Healthy Drink Manufacturers
- Non-alcoholic Beverage Manufacturers
- E-commerce Companies
- Raw Material Suppliers
- Traders, Importers, and Exporters

For the scope of research, the report offers a comprehensive analysis of the global functional beverages market.

Type

- Energy Drinks
- Sports Beverages
- Prebiotic and Probiotic Drinks
- Functional Fruits and Vegetable Juices
- Functional Dairy Products
- Dairy Alternative Beverages
- Others
  - Water
  - Teas & Coffee

Distribution Channel

- Store Based
- Non-store Based

Function

- Health & Wellness
- Energy & Rejuvenation
- Weight Management
- Hydration

Region

- North America
  - The U.S.
  - Canada
  - Mexico
- Europe
  - Germany
Infographic Summary:

The global functional beverages market is expected to reach USD 234.48 billion by 2023.

**Drivers:**
- Health Attributes Associated with Functional Beverages
- Rising Demand for Functional Products Among Aging Population

**Restraints:**
- High Calorie Content in Functional Beverages

**Key Players:**
- PepsiCo Inc.
- The Coca-Cola Company
- Nestle S.A.
- Kraft Heinz Company
- Monster Beverage Corporation
# TABLE OF CONTENTS

## 1 EXECUTIVE SUMMARY

## 2 MARKET INTRODUCTION

2.1 Definition 18  
2.2 Scope of the Study 18  
2.3 Assumptions 19  
2.4 Market Structure 19  
2.5 Key Takeaways 20  
2.6 Key Buying Criteria 20

## 3 RESEARCH METHODOLOGY

## 4 MARKET DYNAMICS

## 5 MARKET FACTOR ANALYSIS

## 6 GLOBAL FUNCTIONAL BEVERAGES MARKET, BY TYPE

## 7 GLOBAL FUNCTIONAL BEVERAGES MARKET, BY DISTRIBUTION CHANNEL

## 8 GLOBAL FUNCTIONAL BEVERAGES MARKET, BY FUNCTION

## 9 GLOBAL FUNCTIONAL BEVERAGES MARKET, BY REGION

## 10 COMPETITIVE LANDSCAPE

## 11 COMPANY PROFILES

## 12 CONCLUSION

## 13 LIST OF TABLES

## 14 LIST OF FIGURES