

Flavour innovations: better-for-you formulations

Flavours and ingredients that can be associated with wellness are highly sought-after to help consumers achieve their all-encompassing health and wellbeing goals.



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HELP TO RELAX, DE-STRESS AND BOOST MOOD

Food and drink must resonate with contemporary consumer attitudes towards health and wellbeing

The COVID-19 pandemic has significantly impacted consumer attitudes towards health and wellbeing, and their approach to managing wellness.

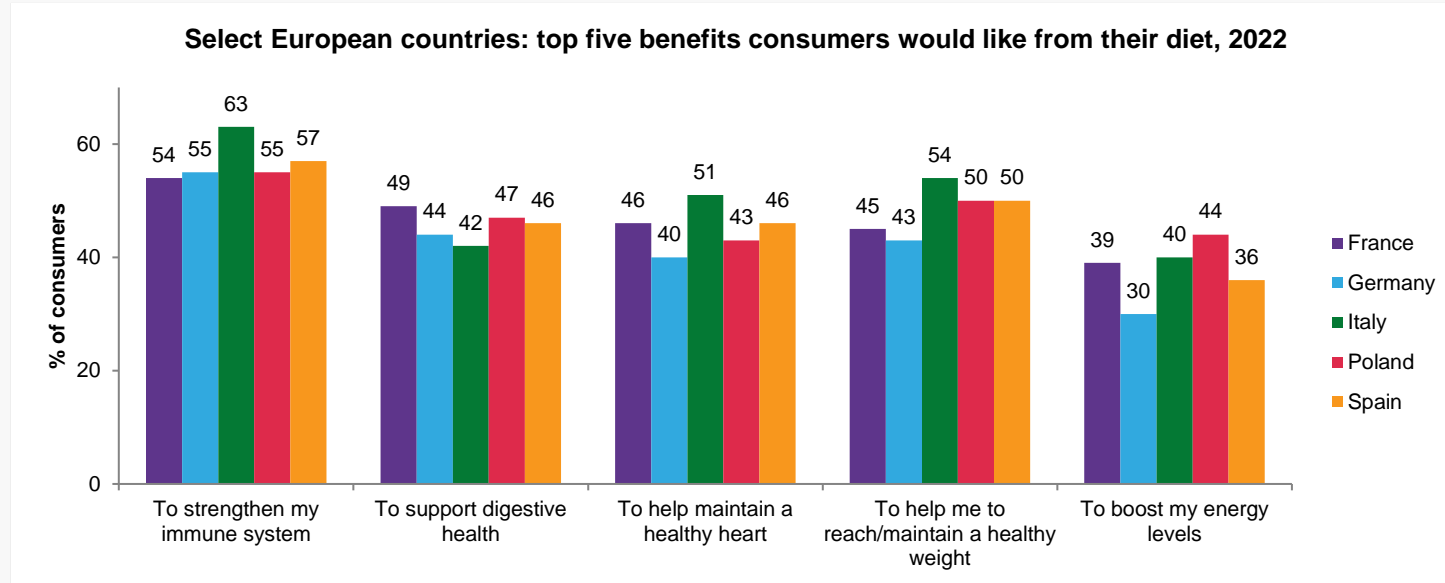
Consumers are increasingly taking a more holistic approach to both their physical and mental wellbeing. Even when the COVID-19 outbreak is no longer a major concern, [32% of German consumers](#) claim they will be more actively looking after their physical health, and 30% their mental health. In 2021, [50% of US adults](#) planned to make health one of their top three life priorities (a higher percentage than 'family life', 'finances' or 'career'), rising to 69% of adults aged 65+.

These changes offer opportunities for food and drink brands to fit with new consumer expectations and deliver products offering added-value attributes to help consumers achieve their wellbeing goals.



For body and mind: there is a broad range of reasons for using functional products

Consumers are increasingly looking for food and drink brands that can help them to stay healthy or to improve their wellbeing.



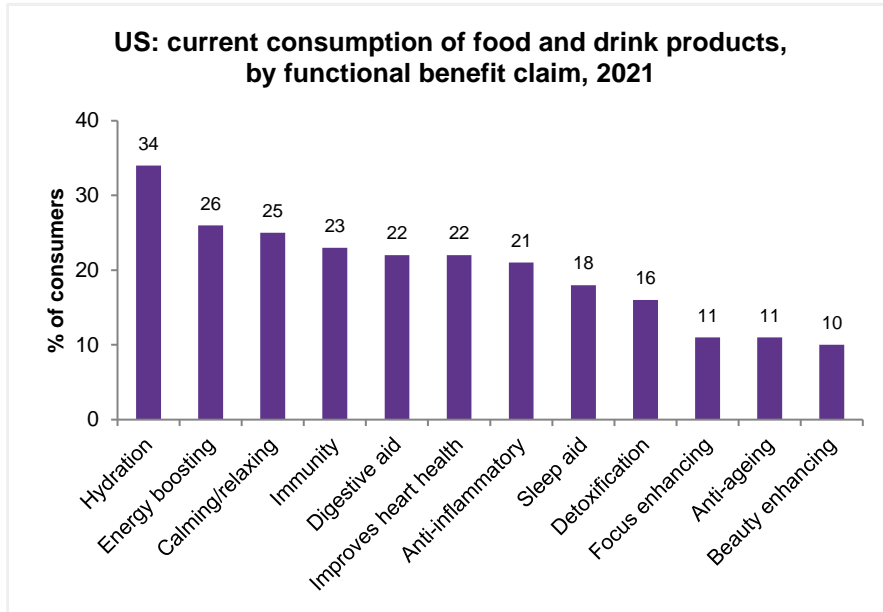
Base: France, Italy, Poland, Spain: 1,000 internet users aged 16+; Germany: 2,000 internet users aged 16+ in Germany

Source: [Kantar Profiles/Mintel, March 2022](#)



Read on [mintel.com](https://www.mintel.com)

Flavour + functional benefits = happy consumers



Base: 2,000 internet users aged 18+

Source: [Kantar Profiles/Mintel, February 2021](#)

A broad range of functional benefit claims can influence consumer choice, from short-term impacts such as hydration and energy boosting, to longer-term factors such as anti-ageing and beauty-enhancing properties.

Ingredients that can deliver 'better-for-you' properties while simultaneously altering/adding to/intensifying a product's flavour are in growing demand, as they can offer consumers easy and flavoursome solutions to their all-encompassing needs.

[Botanicals](#), [mushrooms](#), [adaptogens](#), herbs and [fermented](#) flavours can meet consumer needs for products with functional properties, and at the same time offer good taste.

Key focus areas within better-for-you flavour formulations

Support immune systems

A holistic approach to tackle the maintenance of health and immunity opens opportunities for brands to innovate with a wide range of good-tasting, better-for-you ingredients.

Offer an energy boost

Ongoing demand for energy-boosting products offers potential for brands to use various ingredients and concepts that enhance the flavour experience alongside functional properties.

Help relax, de-stress and boost the mood

Brands should continue to consider functional formulations to tackle multiple consumer need states to unwind, de-stress and enhance their mental wellbeing.

SUPPORT IMMUNE SYSTEMS

A holistic approach to tackle the maintenance of health and immunity opens opportunities for brands to innovate with a wide range of good-tasting, better-for-you ingredients.



Read on [mintel.com](https://www.mintel.com)

Maintaining and supporting the immune system is high on consumers' agenda

As a result of concerns driven by the pandemic, consumers have become focused on maintaining a healthy immune system to protect themselves from illness.

HEALTHY EATING

86%

[of US consumers](#) agree that eating healthy is important for a strong immune system

MORE IMMUNE-BOOSTING FOOD

70%

[of Chinese consumers](#) claim to regularly include immune-boosting food in their diet, whereas only 20% did so before COVID-19

CONTINUOUS SUPPORT

64%

[of German consumers](#) plan to support their immune health through their diet in the future

Base: US: 2,000 internet users aged 18+; China: 1,000 internet users aged 18+; Germany: 2,000 internet users aged 16+

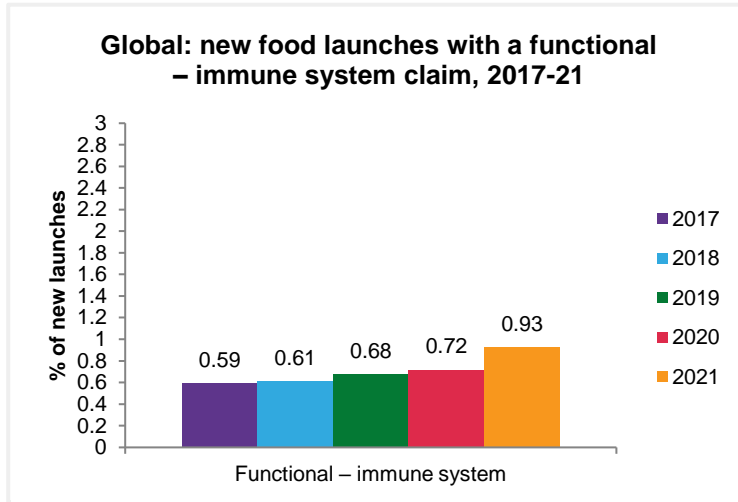
Source: Kantar Profiles/Mintel, November 2020; KuRunData/Mintel, July 2020; Kantar Profiles/Mintel, March 2022



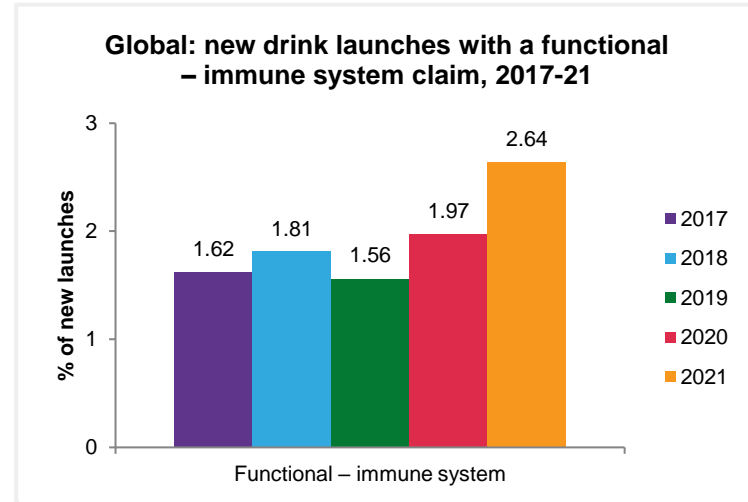
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Healthy, flavoursome foods can support the immune system: immunity claims in launches are increasing, but from a very low base

A holistic approach to tackle the maintenance of health and immunity opens opportunities for brands to innovate with a wide range of good-tasting, better-for-you ingredients.



Period 2017-21: change is 58%



Period 2017-21: change is 63%

Look for natural ingredients to support immune system

The [European Food Safety Authority \(EFSA\)](#) has authorised a range of vitamins and minerals for the claim 'contributes to the normal function of the immune system', including vitamins C, A, B12, B6 and D and zinc. However, despite functional properties, [consumers want their products to be flavoursome](#) too.

There is a range of natural ingredients that can both offer immune-supporting properties as well as distinctive and interesting taste; these include citrus flavours, kombucha and botanicals.

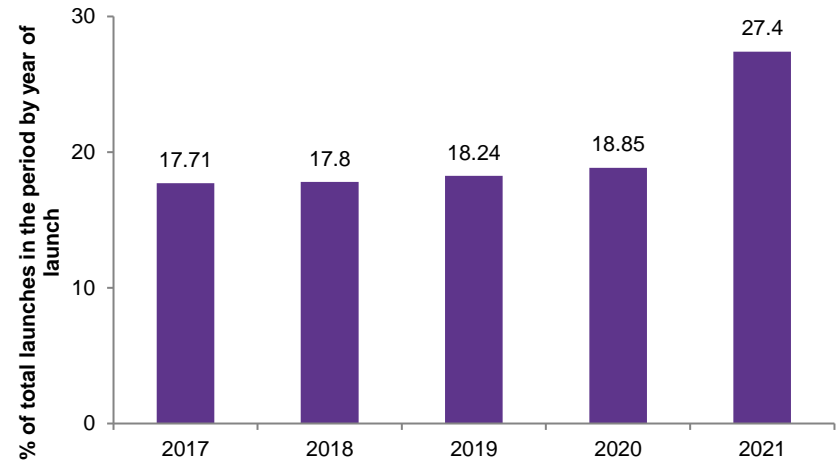
Considering that [many consumers think](#) that there are too many artificial additives in functional food and drink, these ingredients have the power to appeal to consumers looking for more natural formulations that can help support their immune system.

Spotlight on citrus flavours

Although not new on the flavour scene, citrus flavours are experiencing high interest. Of all new global citrus-flavoured food and drink launches which carry a functional claim relating to the immune system, that have been launched in the last five years, 27% were launched in 2021 alone.

Citrus flavours offer refreshment and a less-sweet flavour profile, but also resonate with consumers who are looking to boost their immune system with food and drink.

Global: new citrus-flavoured food and drink launches with a functional – immune system claim, launched last five years, by year of launch



Expand beyond traditional citrus flavours

Citrus flavours such as yuzu, calamansi and kumquat can offer a more distinctive flavour profile, while still retaining associations with health credentials.



Yuzu
[Valio Gefilus G Lactose-Free Strawberry and Yuzu Yogurt](#) contains LGG lactic acid bacteria and vitamin D, which supports the normal functioning of the immune system (Estonia).



Calamansi
[B'lue Calamansi Flavoured Drink with Vitamins](#) is a refreshing and delicious drink, packed with vitamin C, which contributes to the normal function of the immune system, and vitamins B3, B6 and B12 (Philippines).



Kumquat
[123 Farm Soft Dried Kumquat with Rock Sugar](#). Kumquat is claimed to support the respiratory system, and contains vitamin C to support immunity and help prevent flu (Vietnam).

Kombucha's popularity is on the rise

38%

of [US consumers](#) have tried kombucha, and 21% are interested in doing so again

[Kombucha](#), a naturally fermented ancient drink, is gaining popularity across the globe. It was initially targeted to a limited number of young and health-minded consumers, but has recently become more popular among broader audiences. Its probiotic content and links to digestive health are appealing to [a broad consumer base](#).

[Digestive health is increasingly being linked to stronger immune systems](#), and kombucha holds strong potential to be positioned as a functional drink that can support immune health. Kombucha's distinctive flavour means that pairing it with other popular ingredients and flavours can offer this drink new appeal as a more accessible and even healthier variant.

Base: US: 2,000 internet users aged 18+

Source: Kantar Profiles/Mintel, February 2021



Read on [mintel.com](https://www.mintel.com)

Flavour enhancements can offer kombucha new audiences and an even stronger health profile

Kombucha has a distinctive flavour, and pairing it with other popular ingredients and flavours can offer this drink new appeal as a more accessible and even healthier variant.



Lemon
[Teazen Lemon Flavoured Kombucha Tea with Prebiotics](#) is rich in 12 types of lactobacillus, prebiotics and 850 million probiotics which, according to the manufacturer, can help improve immune and gut health (Hong Kong, China).



Vanilla
[Ramuraga.co Summer Fling Orange Chamomile Vanilla Kombucha](#). This sparkling probiotic drink is described as a living, bubbly elixir that boosts immune and digestive health, helps detoxify the body and energise the senses (Indonesia).



Ginger, grapefruit and lime
[No.1 Living Gut & Immune Kombucha Health Shot](#) is high in fibre, contains vitamin C to support the immune system, vitamin D3 and one billion lactic acid bacillus that reach the gut alive (UK).

Fermented beverages can offer an immune boost as well as exciting flavour propositions

Fermented beverages not only contain health-beneficial bacteria to support the gut and [activate the immune system](#), but can also offer unique flavour experiences.



Tepache - fermented drink from pineapple rind
[Big' Easy Tepache Strawberry Hibiscus Fermented Pineapple Soda](#). This bubbly refreshment is full of probiotics and prebiotics and is high in fibre (US).



Strawberry kefir with pre/probiotics
[Lifeway Organic Strawberry Prebiotic + Probiotic Kefir Cultured Whole Milk](#) can support a healthy immune system, promote a balanced and diverse microbiome, and is a good source of gut-nourishing prebiotic fibre (US).



Banana cider vinegar
[Adore Nature Banana Cider Vinegar](#) is described as locally made detoxing supplement and immune system enhancer, and is processed according to slow traditional fermentation (South Africa).

Focus on immunity spreads across many food and drink categories, including dairy

Products that have natural attributes to support consumers' immune systems are appealing as they offer a convenient way to incorporate nutrients into daily lives.

UK

68%

[of UK consumers](#) agree that consuming yogurts/yogurt drinks is a good way to support immune system

CHINA

61%

Improving immunity [is the second most important reason](#) for drinking lactobacillus drinks in China (after improving digestion at 64%)

GERMANY

57%

[of German consumers](#) say that they eat/drink yogurt/yogurt drinks to support their immune system

Base: UK: 2,000 internet users aged 16+; China: 2,772 consumers aged 18-59 who have drunk lactobacillus drinks in the last three months; Germany: 1,604 internet users aged 16+ who typically eat/drink yogurt or yogurt drinks

Source: Kantar Profiles/Mintel, August 2021; KuRunData/Mintel, December 2021; Kantar Profiles/Mintel, February 2022



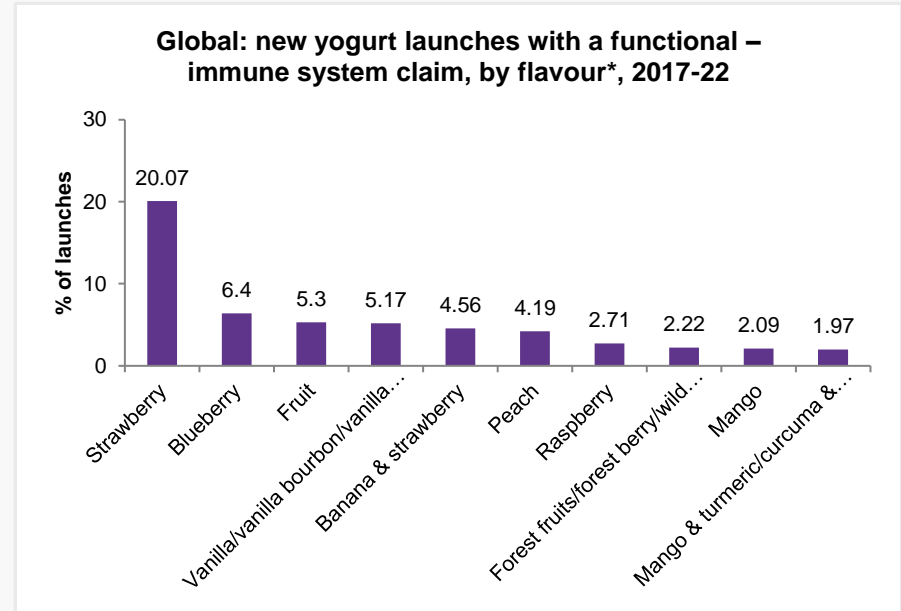
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Healthy yogurts are playing safe with flavours, but consumers expect more excitement from them

Healthy yogurts should also have appealing flavours; [61% of US consumers](#) typically purchase flavoured spoonable yogurts, vs [54%](#) in the UK.

Analysis of new yogurt launches with a functional immune system claim shows that classic flavours like strawberry, blueberry and fruit are among the most popular flavours.

However, considering that [61% of UK consumers](#) claim to enjoy trying yogurts/yogurt drinks with more-unusual flavours, yogurt brands should consider more bold innovations that could offer consumers exciting flavour profiles *and* emphasise their health benefits.



Flavours in yogurts can enhance their health attributes and appeal to broader audiences

Flavour innovations beyond the most commonplace variants can offer consumers new taste experiences and greater associations with claimed health attributes.



Ginger and lemon
[Onken Super Kefir Lemon Ginger Cultured Yoghurt](#) is packed with billions of live cultures from a whopping 14 unique varieties, with vitamins B6 and B12 to contribute, to the normal function of the immune system (UK).



Cranberry, rosehip and redcurrant
[Actimel Cranberry Redcurrant Rosehip Supermix Yogurt Drink](#) is said to feature the "incredible taste of ruby-red cranberries, juicy redcurrants and delicious rosehips", and made with using an eight-hour fermentation process (UK).



Blackcurrant and acai
[Hansells BioHealth Antioxidant Blackcurrant & Acai Yoghurt Mix](#) contains four culture strains including billions of probiotics, and is said to be a source of protein and a good source of calcium to support immunity (New Zealand).

Brand names and bold on-pack messaging can offer consumers clear product positioning

Clear communication via on-pack messaging is vital for successful brand performance and stand-out positioning from the competition.



Vitamin victory

[Tropicana Vitamin Victory Juice](#) comprises a blend of zesty orange, mango, apple and tropical fruit juices, apple water and carrot purée with added vitamins. Contains vitamins C, B6, B1 and B2 (Ireland).



Ultimate defense

[Uncle Matt's Organic Ultimate Defense Orange Juice Beverage](#) is claimed to be made with probiotics, organic whole root turmeric, vitamin C from orange juice, acerola and ascorbic acid, black pepper, ginger and pineapple (US).



Immunity hit

[Nudie Veggie Blend Immunity Hit Beetroot, Carrot, Orange, Pear & Ginger Juice](#) is made with 100% real fruit and vegetables, and features the power combination of ginger, orange and carrot with beetroot and pear (Australia).

Multifunctional products tap into a range of consumer wellbeing needs

Brands are increasingly developing products that can help consumers to tackle multiple needs beyond immune system support.



Immune system + relaxation

[Very Berry + Good Rest Immune Support Supplement](#). This product is a crafted blend of vitamins including vitamins C, A and E and L-theanine, minerals and herbs designed to help support the immune system and aid relaxation (US).



Immune system + energy

[Acti-Vit Lemon, Lime & Orange Flavoured Sparkling Water](#). This product contains zinc, magnesium, vitamins B5, B6, B9, B12, C and D, supports cognitive function, immune system, muscle and bone health and reduces tiredness (UK).

Indulgent categories can also offer healthy properties to enhance and support immune systems

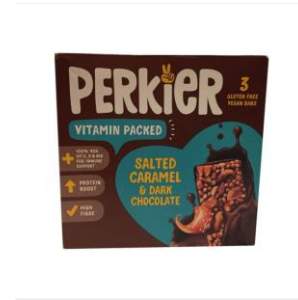
Immune system-boosting ingredients can help elevate the perception of indulgent products and help to meet various consumer demands.



Chocolate confectionery
[Leone Alive Peanut Drops Milk Chocolate with Peanut Filling](#) contains fibre, protein, vitamins A, D, B6 and B12, folic acid, selenium and zinc to support the immune system and reduce tiredness and fatigue (Slovenia).



Sweet biscuits/cookies
[Nutri Snacks Sugar-Free Cookie Assortment](#). These biscuits are a source of fibre, including prebiotic fibre, which supports digestion by promoting the growth of healthy bacteria, improving gut health and supporting immunity (Panama).



Snack/cereal/energy bars
[Perkier Salted Caramel & Dark Chocolate Gluten Free Vegan Bars](#) are packed with vitamins and contain 100% RDA vitamins C, D and B12 for immune support. The nutritionist-approved bars are claimed to have high fibre with a protein boost (UK).

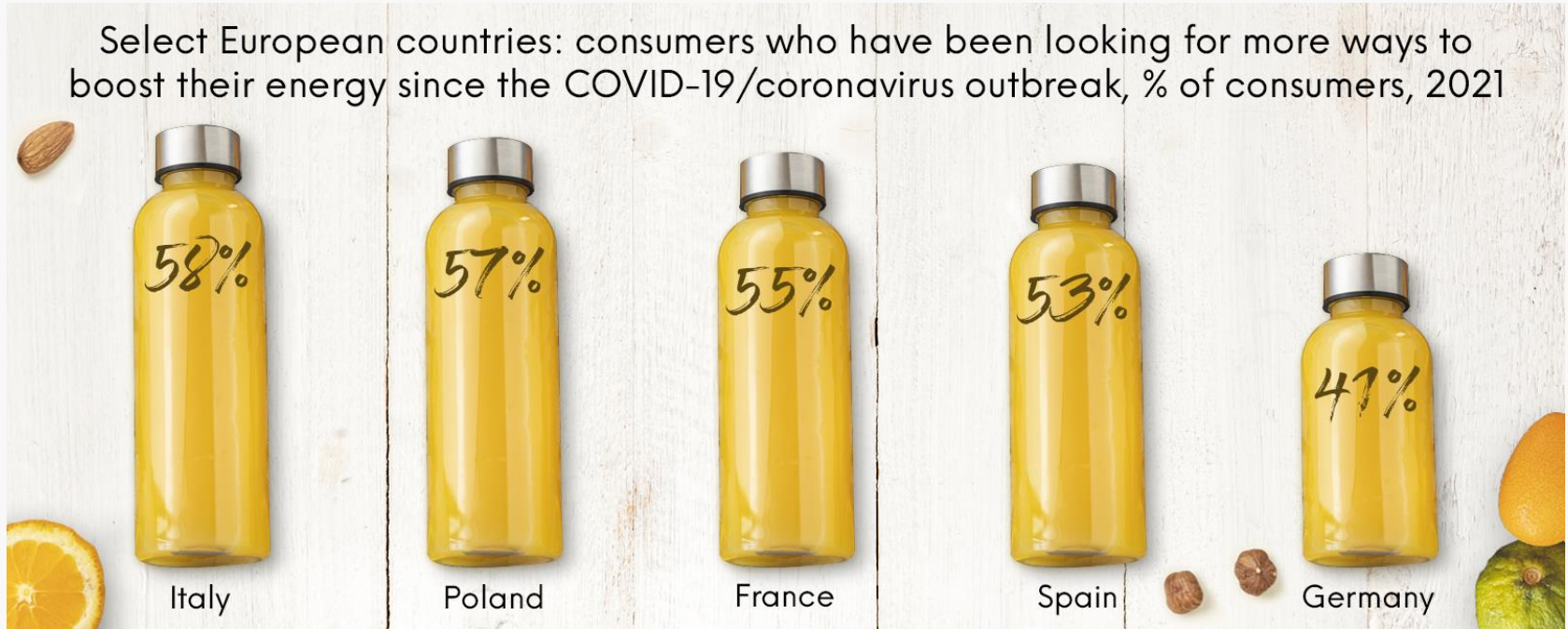
OFFER AN ENERGY BOOST

Ongoing demand for energy-boosting products opens up new opportunities for brands to use various ingredients and concepts that enhance the flavour experience alongside functional properties.



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Energy-boosting properties are in high demand



Base: internet users aged 16+ who have drunk sports drinks or energy drinks/shots in the three months to March 2021 (France: 268; Germany: 762; Italy: 544; Poland: 571; Spain: 468)

Source: [Kantar Profiles/Mintel, March 2021](#)



Read on [mintel.com](https://www.mintel.com)

Energy-boosting properties are in high demand



COVID-19 has severely impacted consumers' energy levels across the globe. In Europe, on average, over half of sports and energy drinks consumers claim to have been looking for more ways to energise themselves since the beginning of the pandemic.

In Brazil, [nearly a quarter of non-alcoholic drink consumers](#) were using more drinks to give them energy because they were feeling more tired since the COVID-19 outbreak.

Food and drink brands can respond to this consumer need with products that offer energy-boosting ingredients and also deliver appealing flavour properties.

Base: internet users aged 16+ who have drunk sports drinks or energy drinks/shots in the three months to March 2021 (France: 268; Germany: 762; Italy: 544; Poland: 571; Spain: 468)

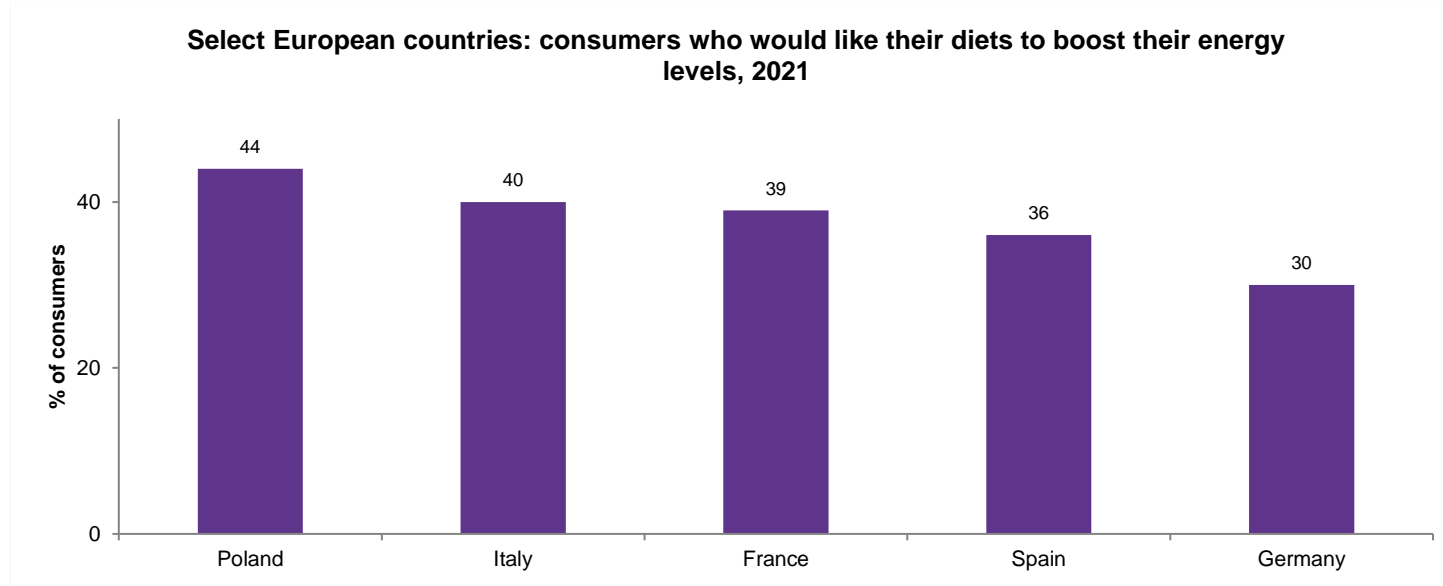
Source: [Kantar Profiles/Mintel, March 2021](#)



Read on [mintel.com](https://www.mintel.com)

Europeans want their diet to help them feel more energetic

Consumers are increasingly looking for [nutrition as part of self-care](#) and expect products to offer them healthy and nutritious foods that can leverage their overall wellbeing.



Base: Poland, Italy, France, Spain, Germany: 1,000 internet users aged 16+

Source: [Kantar Profiles/Mintel, December 2021](#)



Read on [mintel.com](https://www.mintel.com)

Various drink categories have opportunities to put more emphasis on energy-boosting properties

Consumers increasingly look at [nutrition as self-care](#), which offers more beverage categories the potential to deliver energy-boosting properties.

RTD TEA

38%

[of Indian consumers](#) drink iced tea (RTD tea) for an energy boost

JUICE

33%

[of French consumers](#) drink fruit juices, juice drinks or smoothies to give themselves an energy boost

WATER

26%

[of US consumers](#) are interested in water with energising functional claims

Base: India: 2,951 internet users aged 18-65+ who consume tea at least twice a week; France: 866 internet users aged 16+ who have drunk fruit juice, juice drinks/smoothies in the last three months; US: 1,962 internet users aged 18+ who consumed any water in the past three months

Source: Ipsos Observer/Mintel, January 2021; Kantar Profiles/Mintel, December 2021, January 2022



Read on [mintel.com](https://www.mintel.com)

Drinks can offer an energy boost with functional and flavoursome ingredients



RTD tea

[Sparkling Botanicals by Rishi Turmeric Saffron Unsweetened Sparkling Botanical Tea](#) comprises real, rare and functional botanicals and is claimed to heighten the senses with replenishment and recovery, both physical and mental (US).



Fruit-flavoured still drink

[Tymbark Apple, Lemon, Honey and Ginger Good Morning Drink](#) is enriched with vitamin C, which is said to contribute to the reduction of tiredness and fatigue, and is claimed to support an active day (Poland).



Flavoured water

[Evian+ Sparkling Raspberry & Ginseng Flavored Sparkling Mineral Enhanced Drink](#) is claimed to refresh mind and body and is made with Evian natural spring water with natural flavours and added magnesium and zinc (Canada).

Less-sweet energy drinks can offer exciting flavours and help reach wider audiences

[27% of Spanish consumers](#) and 24% of Germans say that they would drink more sports/energy drinks if they were less sweet.

With sugar reduction being a trend across all food and drink categories, less-sweet energy/sports drinks can target broad audiences. Using less-sweet flavour profiles is a good way to overcome consumer concerns regarding sugar content, and offer less-common but more-exciting taste options.



[Alienergy Blackberry Yerba Mate Zero Sugar Energy Drink \(China\)](#)



[Bubbl'r Pomegranate Acai Refresh'r Antioxidant Sparkling Water \(US\)](#)

Tropical flavours in sports and energy drinks can evoke positive memories and offer moments of escapism



[Hang&Over Spirit Mango & Cactus Flavoured Caffeinated Drink \(Germany\)](#)



[Celsius Live Fit Tropical Vibe Starfruit Pineapple Supplement \(US\)](#)

On average, more than [seven out of 10 European consumers](#) are interested in trying new flavours in sports drinks or energy drinks/shots.

With the pandemic-imposed heavy restrictions on travelling abroad, the energy drink category has seen the increase of tropical-themed launches. Such [transportive flavours](#), like mango, watermelon or cactus, are well-placed to offer consumers moments of escapism, outstanding taste and excitement in trying new variants.

Botanical ingredients can offer alternative energy-boosting solutions to caffeine

The high caffeine content of some energy-boosting products may discourage some potential consumers who claim to suffer from [caffeine side effects](#). However, growing consumer interest in functional food and drink products offers brands opportunities to innovate with natural ingredients that not only provide health benefits but also offer a rewarding taste experience.

Botanicals can come to the rescue and offer an alternative yet natural source of energy in addition to appealing flavour profiles. Such botanical ingredients as ginseng, ginger, sage, moringa, maca and kola nut can provide energy-boosting properties in a variety of categories. However, brands must educate consumers on the benefits offered by such ingredients in order to justify energy-boosting claims and win consumer interest on transparency grounds.

Natural sources of energy can offer appeal to broader consumer groups

Natural ingredients are important to [energy drink consumers](#). Brands in other product categories can utilise this factor by offering natural energy-boosting formulations.



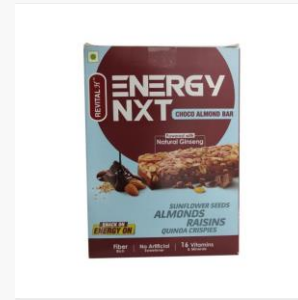
Moringa

[Moringa Pure Moringa Miracle Tea](#) is a single source of minerals, essential amino acids, vitamins, powerful antioxidants and anti-inflammatories, for energy, focus, immunity and wellbeing (South Africa).



Green tea

[Innerme Green Tea-Lemon Organic Energy Bar](#) is said to provide natural energy for 30-60 minutes before and during exercise (Netherlands).



Ginseng

[Revital H Energy NXT Choco Almond Bar](#) is powered with natural ginseng, sunflower seeds, almonds, raisins and quinoa crispies, is fibre-rich and is formulated with 16 vitamins and minerals (India).

HELP TO RELAX, DE-STRESS AND BOOST MOOD

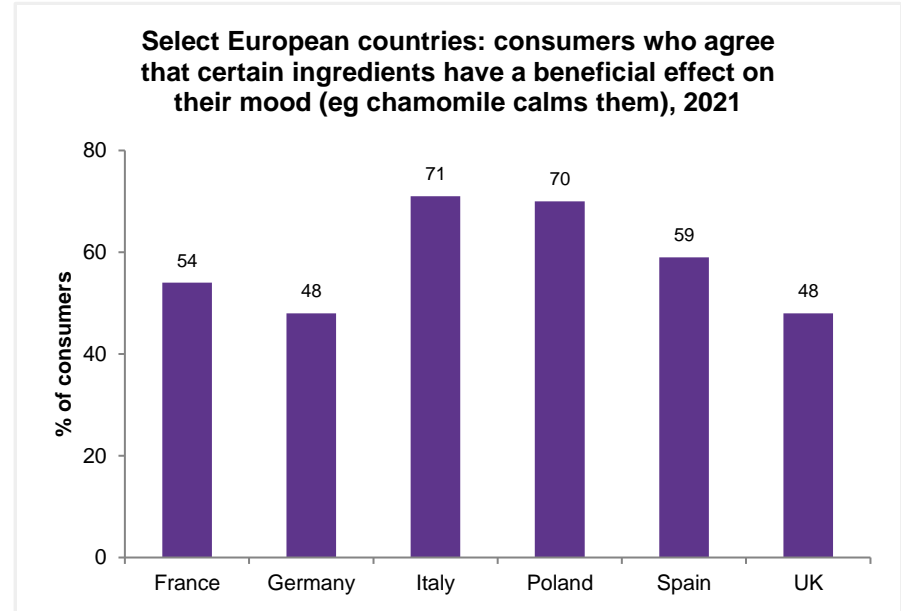
Brands should consider functional formulations to tackle multiple consumer need states to unwind, de-stress and enhance their mental wellbeing.

Consumers value food and drink which meets their need for relaxation and mood enhancement

Approaches to personal wellbeing vary by individual, but are increasingly marked by consumers following balanced diets and looking to prioritise time for exercise, relaxation and sleep.

This is especially relevant in light of the pandemic, which sharpened the need to relax and recharge.

In Europe, consumers agree that certain ingredients can have a positive impact on their moods. There is therefore opportunity for food and drink that can improve [consumers' emotional wellbeing, aid their relaxation and support sleep](#).



Base: 1,000 internet users aged 16+ in select European countries

Source: [Kantar Profiles/Mintel, March 2021](#)



Read on [mintel.com](#)

Consumers value food and drink which meets their need for relaxation and mood enhancement

AIDING RELAXATION

58%

[of Spanish consumers](#) agree that food/drink products with ingredients that aid relaxation (eg chamomile, lavender) are appealing

IMPROVING EMOTIONAL/MENTAL HEALTH

63%

[of Brazilian consumers](#) say that they would like to try food and drink with ingredients that can improve emotional/mental health

MANAGING STRESS

71%

[of UK consumers](#) agree that managing diet/exercise is necessary to manage stress

Base: Spain: 1,000 internet users aged 16+; Brazil: 1,500 internet users aged 16+; UK: 1,936 internet users aged 18+

Source: Kantar Profiles/Mintel, March 2022, June 2020, July 2021



Read on [mintel.com](https://www.mintel.com)

Consumers believe that indulgent products delivering pleasurable experiences can help them meet health goals

CHOCOLATE WITH VITAMINS

68%

[of Italian consumers](#) would be interested in trying chocolate with added vitamins/minerals

SNACKS WITH CALMING PROPERTIES

41%

[of UK adults](#) who have eaten snacks agree that ingredients that are known for their calming effects are appealing

ICE CREAM FOR STRESS

33%

[of Indian ice cream consumers](#) say they eat ice cream to relieve stress/pressure

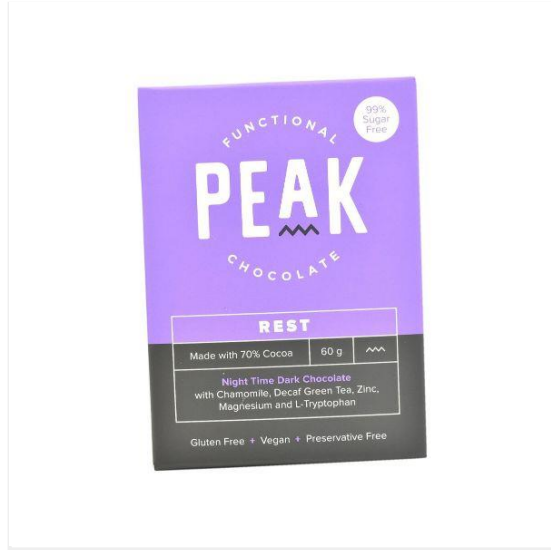
Base: Italy: 897 internet users aged 16+ who have eaten and bought chocolate in the last three months; UK: 1,883 internet users aged 16+ who have eaten snacks in the last two weeks; India: 2,818 internet users aged 18+ who have eaten ice cream in last six months

Source: Kantar Profiles/Mintel, July 2021, March 2020; Ipsos Observer/Mintel, July 2020



Read on [mintel.com](https://www.mintel.com)

Alongside pleasurable taste experiences, indulgent categories can also offer healthy properties



[Peak Chocolate + camomile, zinc, magnesium & L-tryptophan \(Australia\)](#)



[Fujiya On Off chocolate with GABA \(Japan\)](#)

Dessert categories are often linked to mood-boosting properties, but some desserts may be seen to be detrimental to overall health (eg too much fat, sugar).

Dessert categories have opportunities to reframe their positioning as 'healthier indulgence' by exploring the addition of functional and/or added-value ingredients that would offer consumers calming, relaxation or a mood boost.

Botanicals can help enhance mental wellness

Various [botanicals](#), such as flowers, herbs and spices, have been gaining consumer interest as they are seen to offer a range of functional properties (eg stress relief, immune system strength, cognitive support) as well as new and different flavour profiles.

As [more consumers aim to eat more healthily](#) and at the same time expect their diets to [help them to improve their mood](#) (eg help to relax), botanicals that can offer this functional property are becoming popular and more brands are on the lookout for new botanical ingredients to offer consumers healthy and flavoursome products.

Botanicals can help enhance mental wellness

Botanical ingredients can be used as flavours that deliver better-for-you properties while simultaneously adding or intensifying products' flavour.



Ashwagandha and tangerine
[Glacéau Smartwater+ Ashwagandha Tangerine Extract Tranquility Vapor Distilled Water](#) is said to offer relaxation properties. According to Mintel Purchase Intelligence, [38% of US consumers](#) say they would buy it (US).



Reishi, ashwagandha and holy basil
[You Again Chocolate Chip Cookie Mix](#) features ashwagandha - a stress reducing adaptogen; reishi - to calm and bless the user with a good night's sleep; and holy basil - an Ayurvedic adaptogen known to lift spirits with no worries (US).



Passion fruit
[+Cru Organic Raw Buckwheat Granola with Passion Fruit & Banana](#) contains passion fruit, which is rich in vitamin C, in addition to having natural calming properties (Portugal).

Olfactory properties can enhance relaxation positioning in certain categories

Food and drink aromas can [evoke memories or associations](#) to enhance consumer experiences. Aromas can also offer [functional benefits](#) like relieving stress, anxiety and aiding sleep.

In the UK, Erbology has developed a rose water shot, an organic product prepared through the direct distillation of Damask rose flowers. It contains 0.1% essential oil, which is the result of this distillation. The manufacturer suggests either consuming it straight or mixing with juice or a smoothie. The key feature of this product is to create a relaxing aroma after opening the bottle, which can transport consumers to their 'happy place' and help them relax and regenerate.



[Erbology Soothe Organic Rose Water Shot \(UK\)](#)

Alcohol-free relaxation with better-for-you ingredients can offer more complex flavours



[Woodstar Freedom Açai Berry Blend \(UK\)](#)

Health-minded consumers are increasingly looking to cut their alcohol intake and seeking low/no-alcohol drinks, which can also offer [relaxing properties](#). Moreover, [younger consumers](#) are looking for better-for-you low/non-alcohol drink options (eg with added vitamins or antioxidants).

Premium ingredients and complex flavour combinations are desired attributes of such drinks. This offers new opportunities for brands to develop BFY offerings within the low/no-alcohol drink space, alongside their focus on more exciting flavour propositions, where BFY ingredients can play a dual role: as a functional ingredient and flavour enhancer.

For instance, Woodstar Freedom Açai Berry Blend is made with açai berry, a South American fruit naturally rich in antioxidants and full of flavour and colour.

What's next?

Spurred by the pandemic, the lifestyles of many consumers have changed, and achieving both short- and long-term health and wellbeing goals will be increasingly prioritised.

In the UK, [76% of consumers](#) say that it is important to manage stress to maintain immune health. Therefore, brands that can spot opportunities to tap into these specific consumer health needs or even deliver a more holistic approach to wellbeing by offering multiple functional claims, have a chance to shine.

To succeed, functional benefits need to be clearly communicated and claims supported. [74% of UK consumers](#) say that it is difficult to say if products claiming wellbeing benefits actually work, and [69% think](#) that there are too many brands making wellbeing claims.

Sceptical consumers increasingly expect functional ingredients to be validated by scientific research, and this is where brands with functional and/or better-for-you ingredients should focus their priorities.

Brands that can marry healthfulness and great taste in one product are likely to resonate with a wider range of consumers, enhance overall satisfaction and win loyalty.



Meet the Expert



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The world's leading market intelligence agency

Our expert analysis of the highest quality data and market research will help you grow your business.



Experts in what consumers want and why

