

Functional Beverages

A drink to support nearly any system in the human body

Functional Beverages include non-traditional ingredients intended to provide specific health benefits beyond standard nutrition or hydration.



Cognitive Health

Categories

- Energy
- Coffee
- Tea
- Water

Ingredients

- Adaptogens
- Amino Acids
- Nootropics

truBRAIN

KIMERA KOFFEE

LIFE AID



Beauty and Skin Health

Categories

- Coffee
- Tea
- Water

Ingredients

- Antioxidants
- Proteins

flow
alkaline spring water

VITAL PROTEINS

SHISEIDO
The Collagen



Digestive Health

Categories

- CSDs
- Dairy
- Plant
- Tea
- Water

Ingredients

- High Fiber
- Prebiotics
- Probiotics

poppi

HEALTH-ADE

OLIPOP



Energy

Categories

- Coffee
- CSDs
- Energy
- Plant
- Sports
- Tea
- Water

Ingredients

- Caffeinated
- Caffeine Alternatives

synapse

bang

hi-ball ENERGY



Relaxation, Stress, Sleep

Categories

- Alcohol
- Coffee
- Tea
- Water

Ingredients

- Amino Acids
- Cannabis
- Hormones
- Minerals
- Nervines

SWEET REASON

driftwell

bcalm.



Immunity Beverages

Categories

- Coffee
- CSDs
- Juice
- Teas
- Water

Ingredients

- Antioxidants
- Fatty Acids
- Herbal Teas
- Vitamins

wild wonder

NOOTRA LIFE

YOGI TEA



Inflammation & Recovery

Categories

- Juice
- Sports
- Water

Ingredients

- Amino Acids
- Fruits
- Minerals
- Spices

CHERRISH
YOUR HEALTH

RISHI
TEA & BOTANICALS

ZYN



Physical Performance

Categories

- Dairy
- Plant
- Sports
- Water

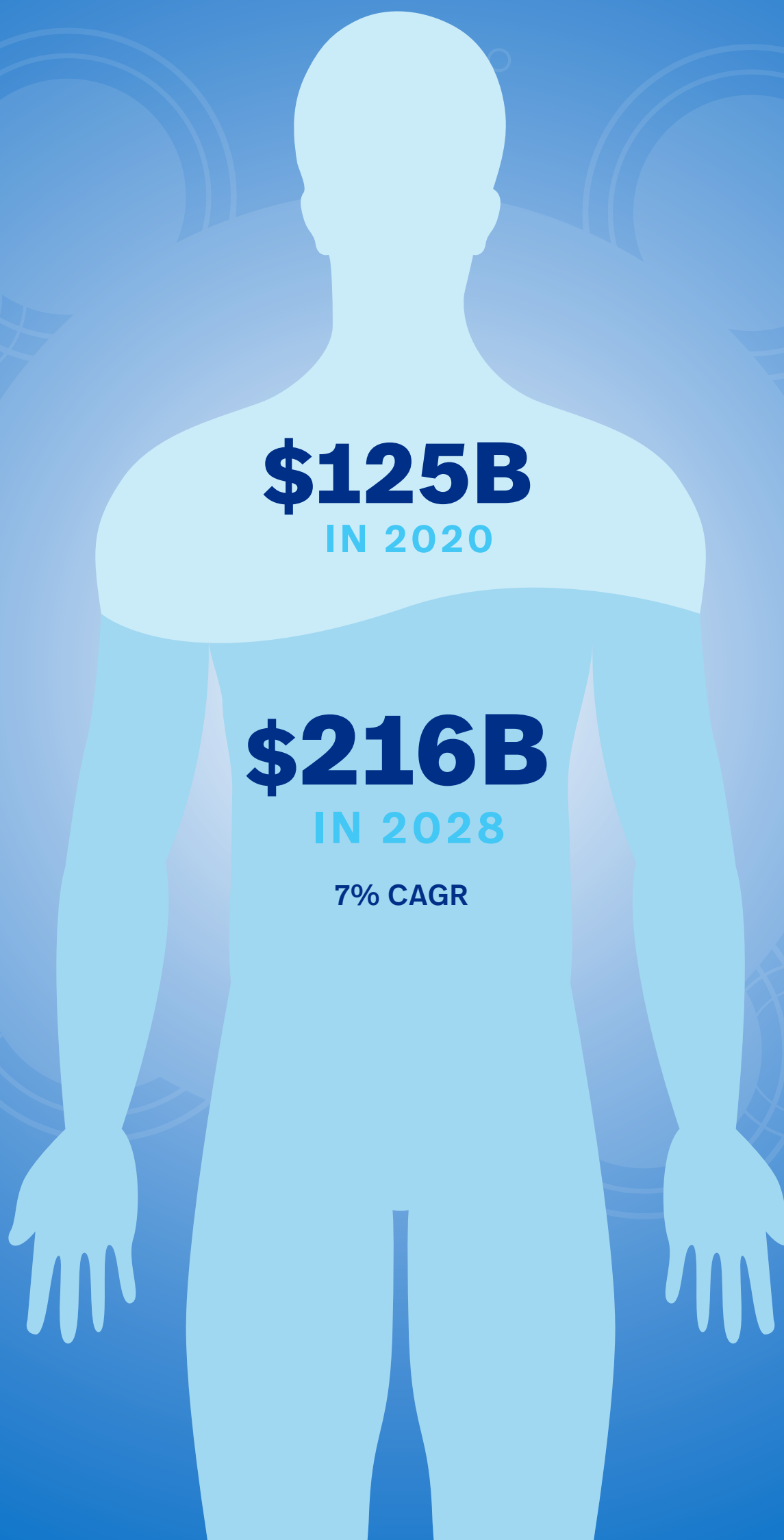
Ingredients

- Amino Acids
- Minerals
- Proteins

Alani NUT

BODYARMOR

nuun



What Forms Do These Beverages Take?



DRINKS



TABLETS/CAPSULES



SOLUBLE POWDERS



GELS



MIXERS



SHOTS



CONCENTRATES

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\$125B
IN 2020

\$216B
IN 2028

7% CAGR

Market size figures from Fior Markets.

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