

# Functionality, Naturalness and Stevia Key to Developing Beverages to Fit Today's trends

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## Abstracts

Low calorie content is key to healthy beverages, but consumers are demanding more. Innovation is driven by naturally healthy and functional beverages. Consumers are turning away from artificial ingredients to more natural products, and demand for products which offer added value is increasing. As education about efficacious ingredients rises, claims should be harnessed for greater opportunities. This report looks at the potential for success of healthy drinks, and where further prospects may lie...

Euromonitor International's Functionality, Naturalness and Stevia Key to Developing Beverages to Fit Today's trends global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Health and Wellness by Category, Health and Wellness by Prime Positioning, Health and Wellness by Type.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## WHY BUY THIS REPORT?

Get a detailed picture of the Health and Wellness market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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