



Enriched Beverages

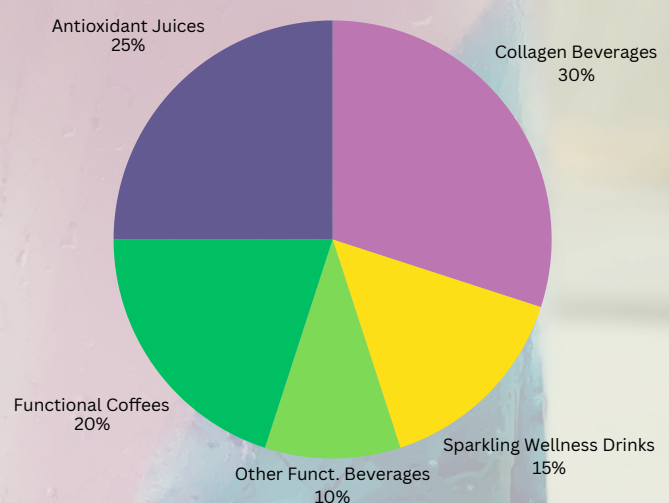
Excellence in Functionality - Growing Interest

Consumer interest in functional and enriched beverages is growing rapidly, driven by increasing health awareness and demand for convenient nutrition.

Ingredients like collagen, antioxidants, and vitamins are now being added to drinks to support skin health, immunity, energy, and overall wellness.

This segment is evolving beyond traditional formats, with innovations in waters, juices, teas, coffees, and even sparkling drinks.

The global market for functional beverages was valued at over €130 billion in recent years and continues to grow, fueled by demand for holistic wellness and beauty-from-within trends. The beauty and health crossover—especially collagen-infused drinks—has seen particularly strong momentum in regions like Asia and Europe.



KEY CONSUMER TRENDS DRIVING GROWTH

- **Beauty and Wellness Integration:**
Collagen beverages are gaining popularity for their skin, hair, and joint benefits. These drinks appeal especially to consumers seeking anti-aging and beauty-enhancing solutions through everyday nutrition.

- **Immune Support:**
The pandemic accelerated interest in immune-boosting ingredients. Beverages enriched with antioxidants (such as vitamin C, green tea extract, or berries) are increasingly preferred for daily protection and vitality.

- **Convenient Health:**
Consumers want functional benefits without changing their routines. Enriched drinks provide a simple, portable way to consume targeted nutrients, making them ideal for busy lifestyles.

- **Natural and Clean Labels:**
Shoppers now expect clean-label ingredients with no artificial additives. Products featuring natural antioxidants and marine- or plant-sourced collagen are viewed more favorably.

- **Sustainability:**
Similar to the protein market, sustainability matters. Consumers are drawn to ethical sourcing, recyclable packaging, and plant-based alternatives to animal-derived collagen.

Product Formats Gaining Popularity

- **Collagen Waters and Teas:**
Infused with collagen peptides and often combined with flavors like citrus or herbs for added appeal.

- **Antioxidant Juices and Smoothies:**
Featuring superfoods like acai, blueberry, pomegranate, or matcha, designed for energy, detox, or immune support.

- **Functional Coffees:**
Ready-to-drink coffees enhanced with collagen, MCT oil, or adaptogens for beauty and cognitive benefits.

- **Sparkling Wellness Drinks:**
Lightly carbonated beverages with added antioxidants or skin-supporting ingredients are emerging as guilt-free alternatives to soft drinks.



FUTURE OUTLOOK FOR ENRICHED BEVERAGE BRANDS

To thrive in the expanding market for enriched beverages, brands should consider the following strategic actions:

Innovate with Purpose:

Success will depend on continuous innovation in flavor, format, and functionality. Brands should invest in R&D to develop unique and appealing beverage options—such as collagen-infused teas or antioxidant sparkling waters—that meet consumer health and taste expectations without relying on synthetic additives.

Build Strategic Partnerships:

Collaboration within the functional food ecosystem can accelerate growth. Partnering with ingredient suppliers, wellness influencers, or complementary brands can help companies expand product lines, access new markets, and reinforce credibility.

Explore Mergers and Acquisitions:

Established players can look to acquire or invest in startups that bring cutting-edge technology or fresh ideas to the enriched beverage space. M&A activity allows traditional brands to stay competitive and quickly scale innovative offerings.

Stay Authentic and Transparent:

Trust is key in the functional beverage market. Brands must uphold the integrity of their health claims by sourcing quality ingredients and being transparent about product benefits. Authenticity in sustainability, clean labeling, and formulation will set leaders apart in a crowded market.

CONCLUSION

The enriched beverage segment is poised for significant growth as health-conscious consumers seek functional, clean, and convenient nutrition. Collagen and antioxidant beverages, in particular, are transforming how people consume health-supporting ingredients daily. For manufacturers, aligning with wellness trends and sustainable sourcing will be key to standing out in this dynamic market.



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