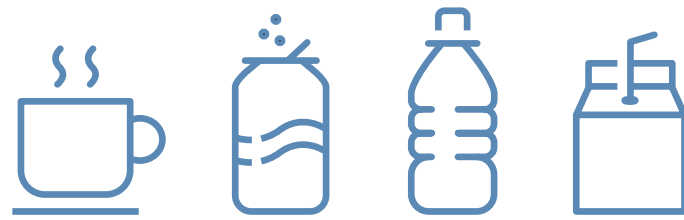


# Immune Health Beverage Trends in Asia Pacific, Middle East & Africa

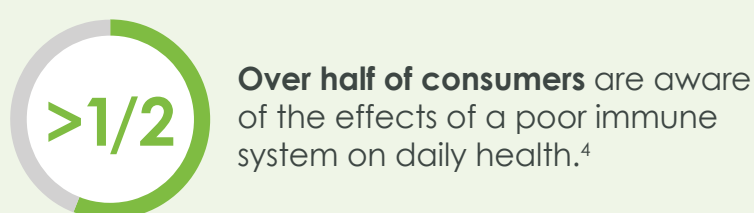
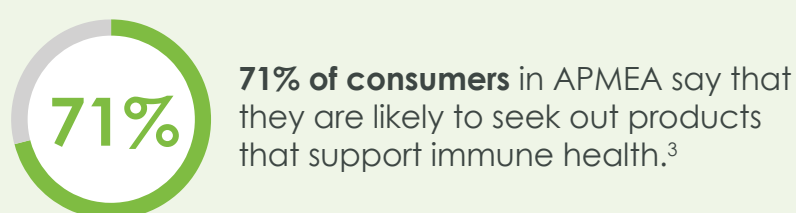


The functional beverage market in Asia Pacific, the Middle East and Africa (APMEA) was **worth \$37B in 2020** and growth is predicted at a **CAGR of 6.3% through 2025.**<sup>1</sup>



## What's driving immune health beverage growth?

### INCREASING CONSUMER AWARENESS OF THE IMPORTANCE OF IMMUNE HEALTH<sup>2</sup>



### CONSUMER DEMAND FOR IMMUNE BEVERAGES



As many as **60%** of consumers in APMEA now say they are interested in functional beverages that support immune health.<sup>5</sup>

The market reflects strong growth in energy and bottled water beverages with functional benefits.



**Energy drinks: New functional beverage launches in APMEA up by nearly 25% in 2020<sup>6</sup>**



**Bottled waters: In APMEA forecast to grow by more than 10%, 2019 – 2024<sup>7</sup>**

### WHILE DEMAND IS APPARENT, REGIONAL TRENDS REFLECT MARKET CHALLENGES

In APMEA, where regulatory requirements vary by country, transparency is key.



**Strong focus on health claims<sup>8</sup>**



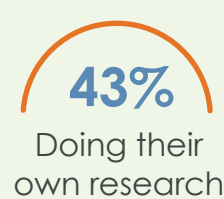
**Building consumer trust<sup>9</sup>**



**Scientific substantiation is a key driver in influencing consumer purchase decisions<sup>10</sup>**

### FORMULATING PRODUCTS WITH INGREDIENTS BACKED BY RESEARCH HELPS CLARIFY THE BENEFITS FOR CONSUMERS

Consumers in APMEA say they are influenced to purchase healthy lifestyle products by:<sup>11</sup>



### FORMULATION EXAMPLES



**IMMUNE-SUPPORTING BEVERAGE POWDER FOR FOODSERVICE**



**GREEN TEA WITH IMMUNE HEALTH BENEFITS**



**FUNCTIONAL WATER WITH IMMUNE BENEFITS**

[MORE PRODUCTS »](#)

Wellmune<sup>®</sup>, a proprietary yeast beta glucan, can be incorporated into variety of beverage formats to create science backed immune health beverages like:

**Nutritional beverages**    **Drink sachets**    **Coffee and tea**  
**Smoothies**    **Waters**    **Juices**    **Refreshing beverages**

Contact us to learn more.



<sup>1</sup> Euromonitor Passport: Fortified/Functional Beverages, January 2021  
<sup>2,3</sup> FMCG GURUS: What's Next for Immune Health in 2021, January 2021  
<sup>4,5,10,11</sup> Kerry, Global Consumer Survey, Digestive & Immune Health, 2019  
<sup>6</sup> Innova Market Insights, 2020  
<sup>7</sup> Research and Markets: Southeast Asia Bottled Water Market - Growth, Trends and Forecast (2019 - 2024)  
<sup>8</sup> Innova New Products Database, 2019

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