

The Growing Market in Asia Pacific, Middle East & Africa for Beverages with Probiotic Benefits



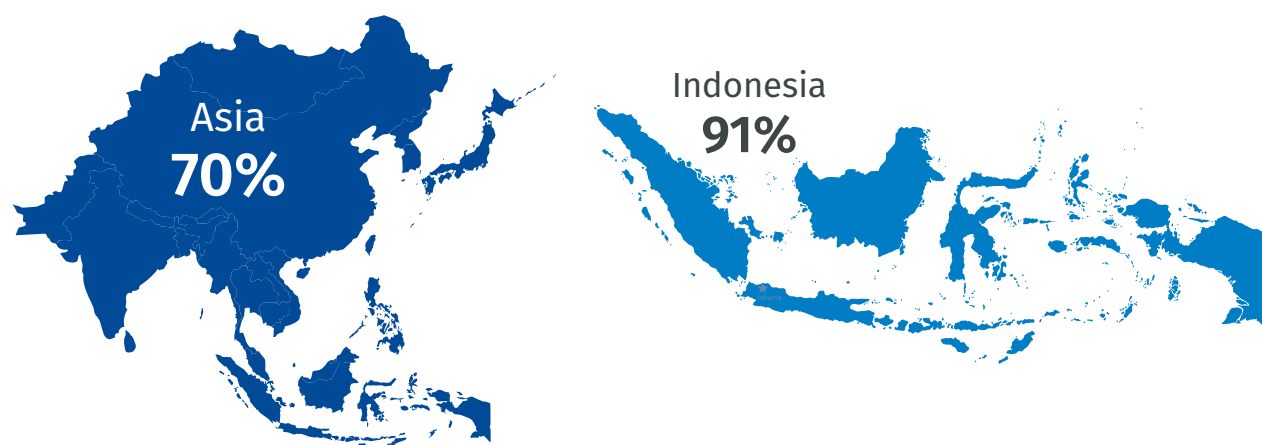
The market for probiotic beverages is especially strong in Asia Pacific, the Middle East and Africa (APMEA), creating opportunities for manufacturers to formulate products with the science-backed benefits consumers demand.

The functional beverage market in APMEA is the largest globally, currently valued at

\$42.8
BILLION USD¹

Consumers across Asia prioritize functional products, with the highest importance among Indonesian consumers

Percentage of consumers who say that choosing functional products are important or very important.²



Strong market potential for probiotic applications across categories



Over 60% of Asian consumers have either used or considered purchasing products that provide digestive health benefits,³ indicating strong market potential for probiotic applications across categories.

Nearly a third of consumers want digestive health benefits in key beverage categories:⁴

Dairy beverages



Fruit and vegetable juices



Hot beverages



How to meet consumers' wellness goals?

► Science-supported benefits that are easy to understand

Consumers say they are influenced to purchase healthy lifestyle products by:⁵

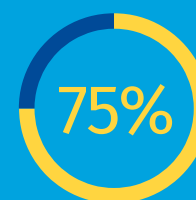
43% Doing their own research

39% Seeing research or scientific studies

37% Recognizing the active ingredients

► Ingredients that consumers believe in

Nearly **three-quarters** of Asian consumers say claims made for BC30™, Kerry's science-backed probiotic ingredient, are completely or somewhat believable.⁶



How BC30™ can help

BC30™ probiotic can help manufacturers create innovative food and beverage products to meet consumer demand, with science-backed benefits.



Want to know more?

Contact us

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¹ Euromonitor Passport, 2020

² Innova Trends Insider, Functional Beverages: Health Now and in the Future, 2021

^{3,4,5,6} Kerry Global Consumer Research, Digestive & Immune Health, 2019

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