

As consumer preferences shift towards healthier lifestyles, the demand for functional foods and beverages has taken centre stage. The functional beverages market is especially driving the growth with a projected CAGR (2024–2029) of 6.53%, starting from an expected size of USD 213.74 Billion in 2024 (Mondor Intelligence).

## Gut health

The most used claim! Probiotics and prebiotics, known for their potential positive impact on digestive health, are becoming more important in formulations.

**Inavea™ Baobab Acacia**, Nexira - Organic, reduced CO<sub>2</sub> and proven prebiotic effect

**Cluster Dextrin**, MCLS Europe - Manufactured from corn starch utilising enzymatic reactions

**Lactobacillus Rhamnosus Probiotic**, Anthem Biosciences - Boosts probiotic content



## Energy

Energy and alertness have indeed been the second most used claim in the functional beverage space, second only to gut health.

**VegiSURGE Natural Caffeine**, Anderson Advanced Ingredients - Increases adrenaline and prolongs the life of cyclic AMP

**Armony Italian Concentrated Extract**, Vida - 100% nature with no preservatives/dyes

**Red Ginseng Powder Extract**, Nexira - Replenishes and balances vital energy



## Immunity

Foodnavigator identifies immunity as a key trend in the food space for 2024, seeing a shift from using just supplements to food with immunity benefits.

**Red Ginseng Powder Extract**, Nexira - A nootropic and adaptogen easily usable for functional beverages

**Lemon Myrtle Dried Leaf Fine Cut**, Australian Native Products - With no caffeine; a soothing and therapeutic option

**Natural Ashwagandha**, Bharadwaj Ayurveda - Produced with no added preservatives



→ Check all ingredients for nutrition and health

## Why choose 1-2-Taste?



Wide portfolio



Flexible MOQs



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Transparent pricing