

# IMMUNE SYSTEM HEALTH

## TRENDS IN FUNCTIONAL BEVERAGES

We surveyed more than 250 consumers around the U.S. to gain insight into their needs and wants when it comes to beverages with immunity-boosting benefits. Top flavors of interest to key purchase drivers - let's explore our findings and see how we can help you on your quest to wellness in the beverage space.

60%

agree that immune system health is more important now than before COVID-19.

83%

have consumed products that support a healthy immune system in the past 6 months.

90%

of consumers will try a new flavor of foods or beverages they consume regularly.

81%

of consumers will purchase a product that they haven't tried if it comes in a new and exciting flavor.

### BERRY OR CITRUS



Flavor interest for immunity beverages swayed toward berry profiles, while citrus closely followed. Tropical or stone fruit profiles tied as the third most-desired flavor family.

### TASTE DRIVES PURCHASE

47% of respondents said that taste is key in influencing purchasing decisions.

### LESS IS MORE

Those surveyed want natural colors and flavors in their immune system health beverages, while no sugar added, low calorie or carb, and organic claims ranked closely behind.



## CONSUMER INTEREST IN IMMUNITY BEVERAGES

Respondents would like to sip their immunity beverage in the morning, and are looking for familiar immunity-boosting ingredients like Vitamin C, other daily vitamins, zinc, magnesium, honey, or elderberry (in that order.)

Consumers today want their beverages to do more for them by way of added health benefits. 93% are interested in additional benefits from an immune system support beverage – like gut health, energy, or hydration.



### FLAVORED WATER

is the preferred immunity beverage type followed by tea, protein beverages and dry mix powdered beverages.



### CONVENIENCE IS KEY

52% of consumers want the ease of ready-to-drink (RTD) immunity beverages.

Need Details? Let's Talk.

Gena Tiesch  
Sr. Industry Associate  
[gtiesch@fona.com](mailto:gtiesch@fona.com)  
(630) 578-8432

