INDUSTRY TRENDS

Non-Alcoholic Beverages

RISING STAR TRENDS *(RAPID GROWTH)*

1 PERFORMANCE ENERGY (CLEAN LABELS, THERMOGENIC/CITRUS, 0 SUGAR)

Beverages that deliver **energy** with transparent, **clean ingredients** and no sugar, important for meeting demand for healthier, functional energy without taste or health trade-offs.





2 ELECTROLYTE WATER + ADVANCED HYDRATION

Waters enhanced with electrolytes and clean labels, crucial as consumers shift from sugary drinks to products that support **daily hydration** and **performance**.

3 PREBIOTIC/FUNCTIONAL SODAS 2.0

Sodas with added **fiber and gut-health benefits**, significant for combining familiar soda taste with tangible wellness outcomes, appealing to health-conscious consumers.





4 ZERO-SUGAR RTD TEA + COFFEE

Ready-to-drink teas and coffees with zero or very **low sugar** and **clean caffeine**, vital for consumers seeking sugar reduction without sacrificing café-quality flavor and function.

5 ADULT NON-ALCOHOLIC COCKTAILS (NA EVENING RITUAL; HOPS, BITTERS, ADAPTOGENS)

Sophisticated, bar-quality non-alcoholic drinks with **adult flavors** and **functional ingredients**, important for the growing sober-curious market and evening relaxation occasions.



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Consumer Insights. Delivered.