Top Applications for Probiotics in Functional Beverages

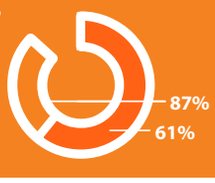
The beverage category is expected to grow to a value of **$1 Trillion** by 2022.[1] Functional beverages are one of the *fastest* growing segments in the category, providing a unique opportunity for beverages fortified with probiotics.

$1 Trillion

Research shows that consumers are willing to pay at least **10% more** for a food or beverage with probiotics.[2]

+10%

87% of parents and 61% of millennials will pay more for the benefits of probiotics in beverages.[2]



Probiotic Beverage Applications

Functional Waters

31% of U.S. bottled water consumers will pay more for waters fortified with added health benefits.[3]

31%

Juices

HPP juice beverages enriched with probiotics are becoming well established in the market. The *key* is to use a stable probiotic that can withstand processing conditions.

Tea & Coffee

Hot drinks accounted for $154 billion in global spending in 2016, with hot coffee expected to grow 3.8% annually and hot tea 4.7% annually through 2021.[4]

4.7%

3.8%

Sports & Energy Drinks

Expected to be a $90 billion category by 2022, the top growth regions include Asia, North America and Latin America – primarily driven by active consumers looking to enhance overall health & wellness.[5]

Hybrid Beverages

Combining two or more beverage varieties within one product could be the next big opportunity for innovation. In fact, in a typical day, 10% of U.S. consumers drink a hybrid beverage.[6]

Selecting a probiotic that can successfully incorporate into a beverage matrix is key.

Not all probiotics are created equally and many are notorious for their fragility. The emergence of research-backed spore-forming strains of probiotics like Ganeden**BC**^{30}® has expanded product development opportunities immensely.

- **Hardy, spore-forming probiotic resistant to the extremes of pH, heat, cold and pressure used in beverage processing.**
- **High-quality ingredient supported by over 25 published research papers.**
- **Clinical research has shown the ability to support digestive health, immune health and enhance protein utilization.**
- **Allergen-free, organic compliant, Non-GMO Project Verified and safe to consume daily.**

FOR MORE INFORMATION about the benefits of Ganeden**BC**^{30} in functional beverages, visit **www.GanedenProbiotics.com**

1 Euromonitor Passport Analysis, August 2018.
2 Kerry SSI Consumer Survey, 2017.
3 Mintel, Sparkling Water with Functional Benefits, 2018.
4 GlobalData, Top Trends in Hot Drinks, 2018.
5 Euromonitor Passport Analysis, August 2018.
6 Mintel, Blurring Beverages – US, 2018.

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