5 TRENDS 
Transforming Beverages

Just a few decades ago, soda was the dominant beverage. Today, wider trends from the food industry have spilled over and drastically changed our drinking habits.

1. Less sugar.
Sugar concerns are especially evident in the beverage industry, amplified by public health messaging and “soda taxes.”

2. Clear origins.
Transparency expectations are cultivating interest in natural, non-GMO and organic beverages.*

No longer simply a thirst-quencher, modern beverages meet a complex array of needs, from nutrient supplements to meal replacements and beyond.

4. Clean energy.
Move over, energy drinks. Health-minded consumers are increasingly interested in natural sources of alertness, delivered conveniently.

5. Trendy flavors.
Increasingly adventurous palates are venturing out into sour, savory, botanical and exotic flavor profiles.

Ingredients + Insight
Cargill can help you develop groundbreaking new beverages with proven formulation expertise and a full portfolio of ingredients, including:

- Next-generation stevia sweeteners reduce sugar by up to 100%
- Great-tasting pea protein significantly enhances protein content
- Label-friendly chicory root fiber adds beneficial prebiotic fiber
- Citrus-based pectin makes many modern beverages possible

* There is no single definition of “non-GMO” in the USA; FDA has not defined natural. Contact Cargill for source and processing information.

Sources:
1.IFIC. 2019 Food & Health Survey.

Functional beverage market forecast: $208 billion by 2024 (8.66% CAGR)"