

Unlocking Opportunities on Functional Beverages in LATAM

Health aspects have become one of the most important factors to consumers when buying F&B. This has become evident as 46% of consumers in LATAM have taken action in the past 12 months to live healthier (Innova Lifestyle & Attitudes Survey, 2024)

47%

of consumers in LATAM have bought food & beverages with a **hydrating/ re-hydrating functionality** recently. (Innova Health & Nutrition Survey, 2024)

37%

of consumers in LATAM have bought food & beverages with a **gut improving/ digestive health functionality** recently. (Innova Health & Nutrition Survey, 2024)

33%

of consumers in LATAM have bought food & beverages with an **immunity boosting functionality** recently. (Innova Health & Nutrition Survey, 2024)

HIGHLIGHTING HYDRATION



+28%

Bodyarmor Super Drink With Strawberry Banana Flavor
Honduras, Apr 2024

GOOD FOR THE GUT



+82%

Dos Pinos Té Verde Cero: Green Tea Zero
Guatemala, Jan 2024

“Improves intestinal function.”

IMPACT OF IMMUNITY



+26%

Nutrify Pineapple Lemon Mint Collagen Drink
Brazil, Mar 2024

“Its **Verisol** formulation helps with the **functioning of the immune system.**”

Average annual growth rate of new **beverages** launches tracked with a **hydration claim** (LATAM, CAGR, Q2-2019 – Q1-2024)

Average annual growth rate of new **beverages** launches tracked with a **prebiotic ingredient** (LATAM, CAGR, Q2-2019 – Q1-2024)

Average annual growth rate of new **beverages** launches tracked with an **immune health claim** (LATAM, CAGR, Q2-2019 – Q1-2024)