

Key drivers in the Asian beverages market

Healthy lifestyle

Driver: Consumers in the Asian region are increasingly more health conscious and looking for products that fit in with this healthier, more active lifestyle.



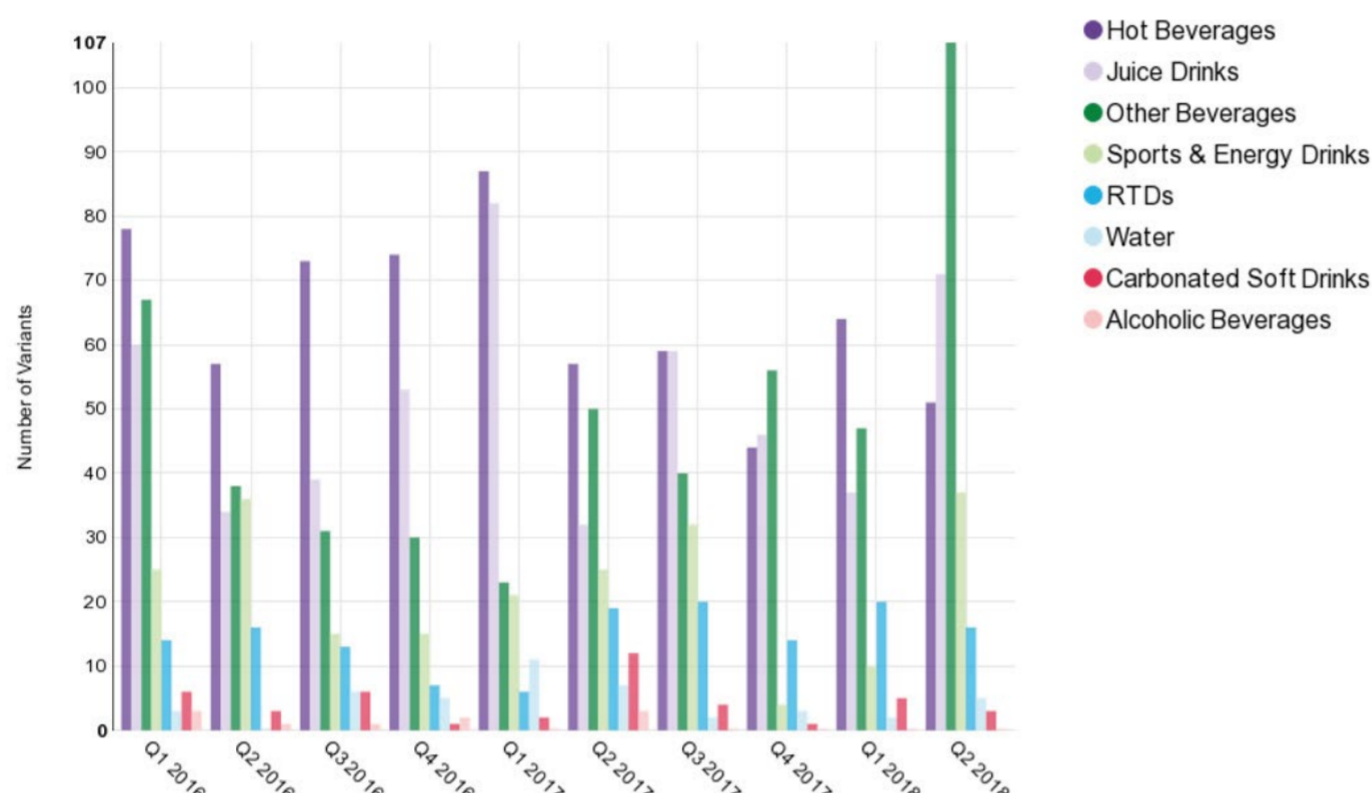
Effects between Q2 2017-Q2 2018:

42%
rise in overall functional beverages

48%
rise in sports & energy drinks with functional claims

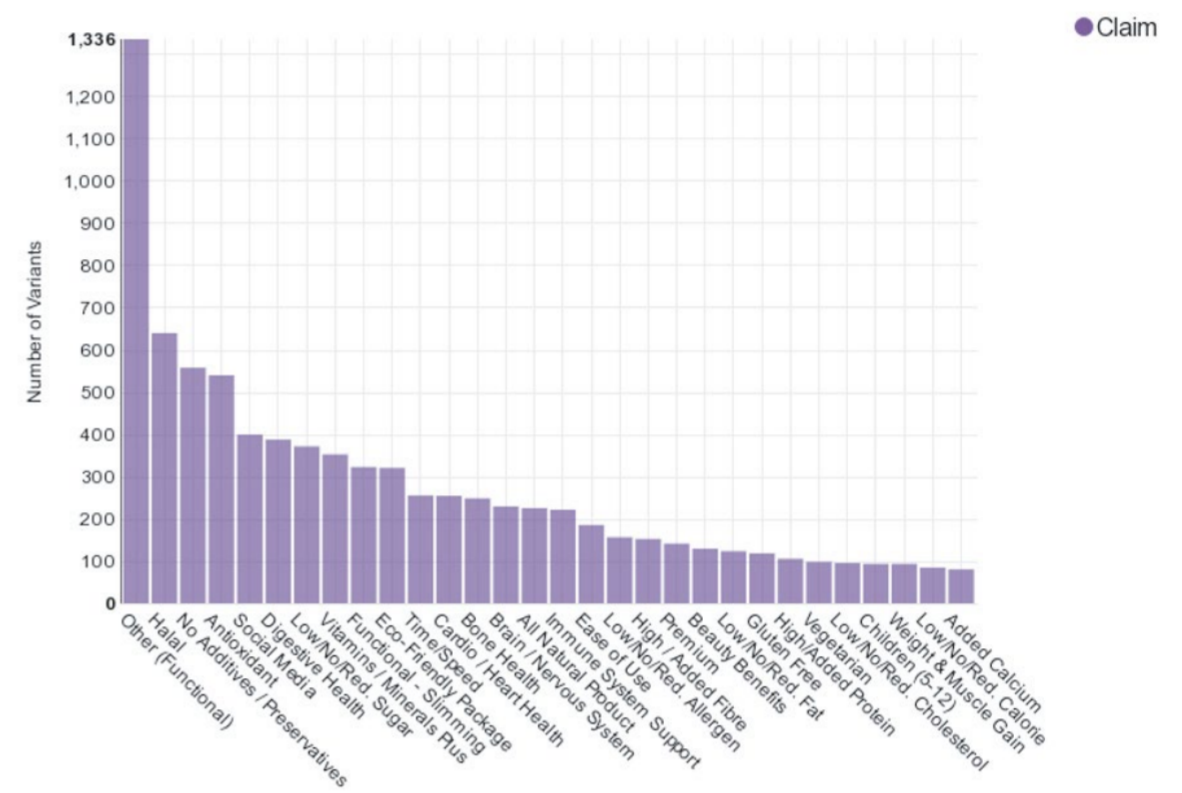
114%
rise in functional beverage concentrates & mixes (Other beverages)

Top Categories



Overview functional beverages Southeast Asia. Source: Mintel GNPD 2018.

Top Claims



Functional claims Southeast Asia. Source: Mintel GNPD 2018.



Clean label

Driver: Consumers' understanding of ingredients / preservatives and additives is on the rise.

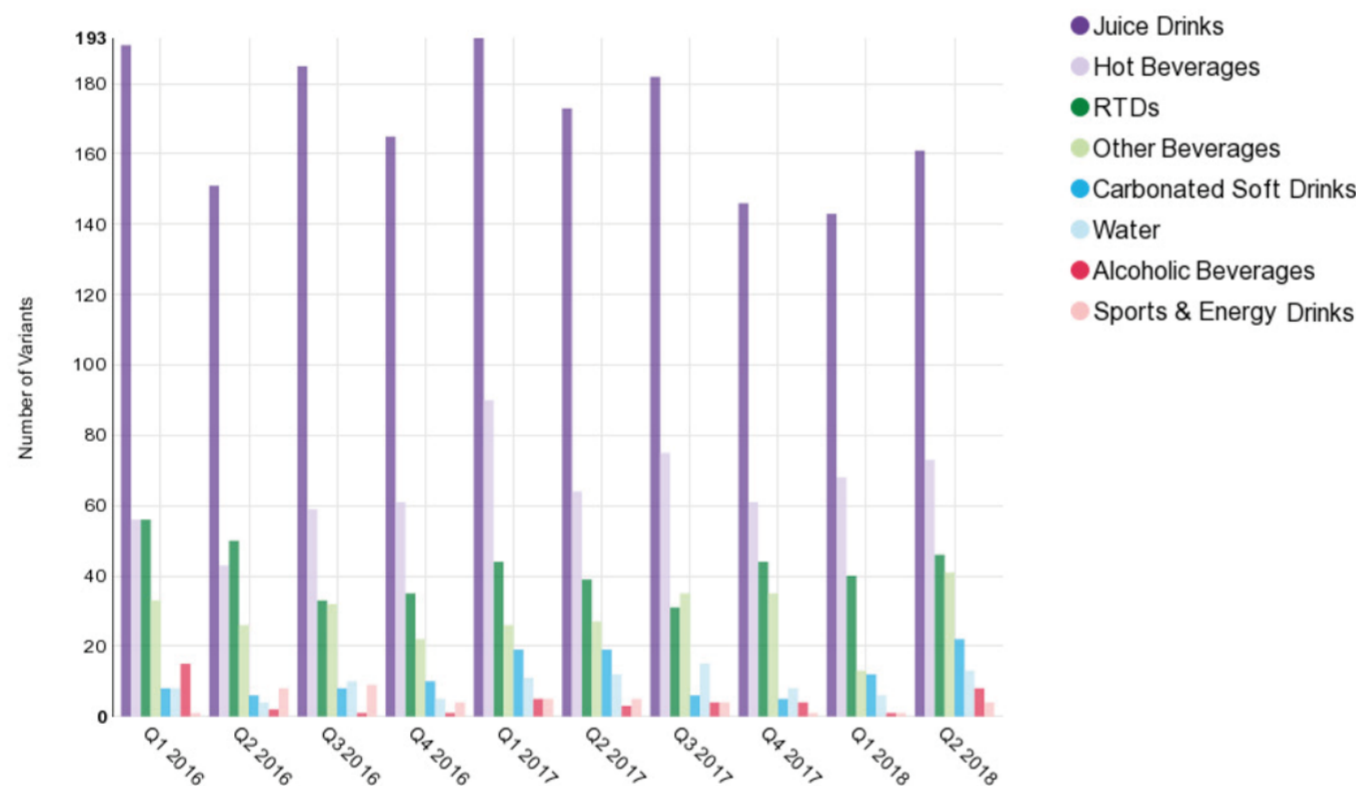
Effects between Q2 2017-Q2 2018:

7%
rise in overall clean label & organic beverages

16%
rise in carbonated soft drinks with a clean label & organic claim

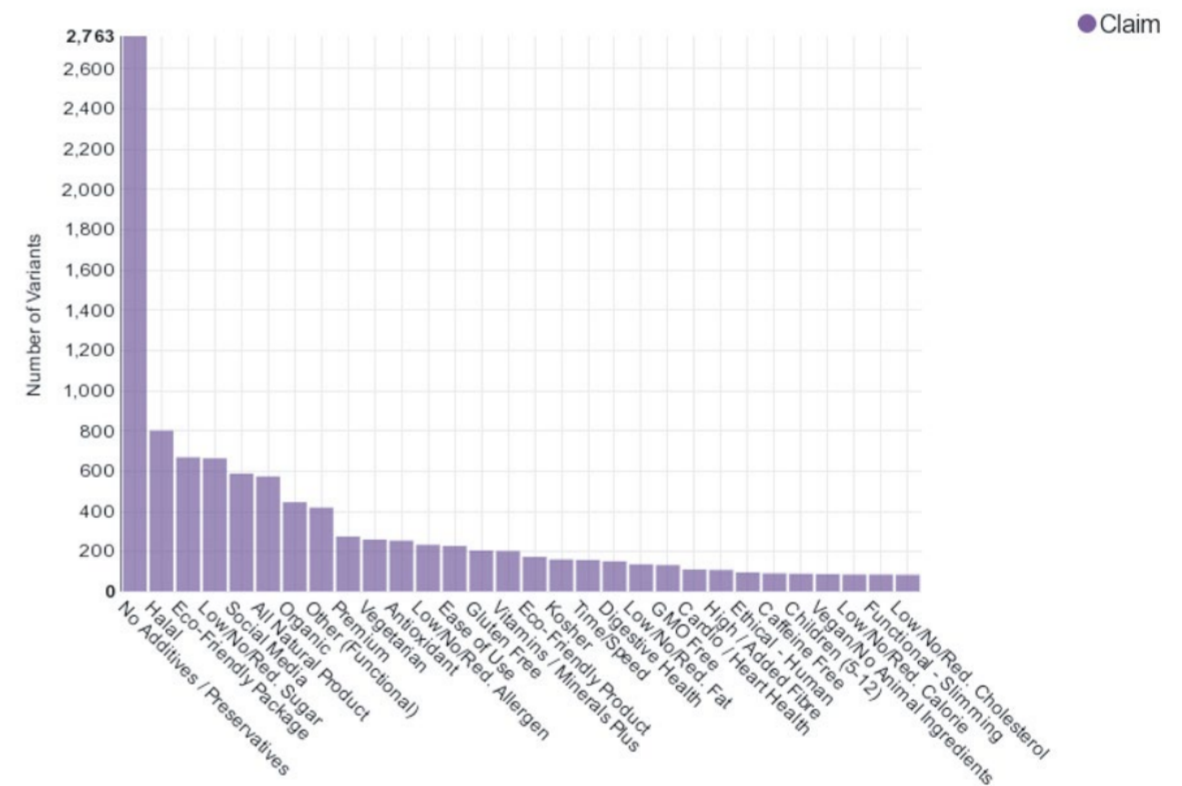
52%
rise in clean label & organic beverage concentrates & mixes (Other beverages)

Top Categories



Overview clean label, natural and organic beverages Southeast Asia. Source: Mintel GNPD 2018.

Top Claims



Clean label, natural and organic claims Southeast Asia. Source: Mintel GNPD 2018.

Convenience on the rise

Driver: Consumers' changing and busy lifestyle has led to an increase in convenience beverages.



Effects between Q2 2017-Q2 2018:

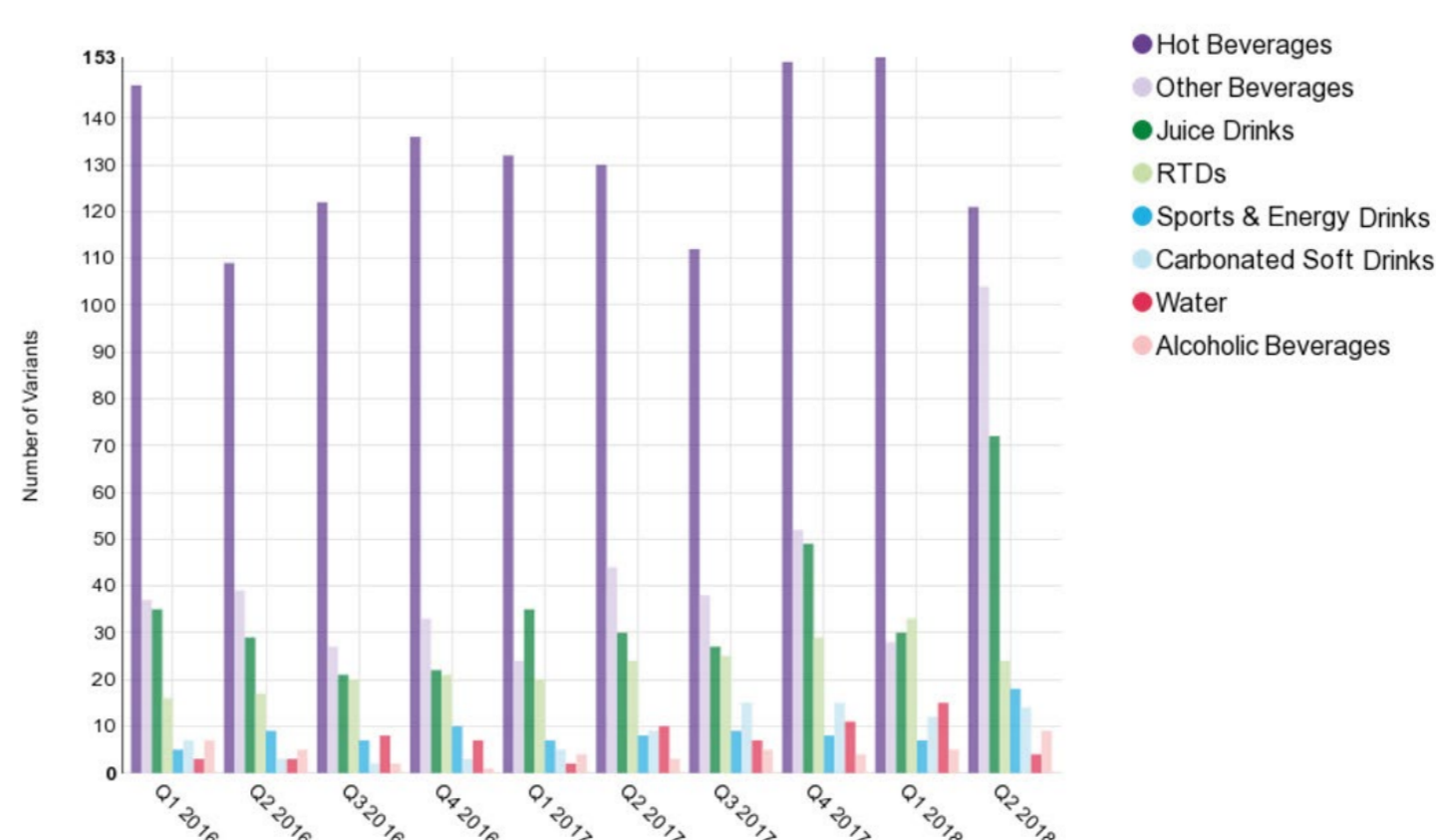
42%
rise in overall convenience beverages

125%
rise in convenience sports & energy drinks

136%
rise in convenience beverage concentrates & mixes (Other beverages)

140%
rise in convenience juices

Top Categories



Overview convenience beverages Southeast Asia. Source: Mintel GNPD 2018.