



Shaping the Future of Functional Beverage Innovation

The protein beverage market is growing rapidly, fueled by demand for functional, nutrient-rich options that go beyond hydration. Between 2020 and 2024, **high-protein drink launches rose by 122%** as consumers increasingly seek benefits like recovery, energy, digestion, and overall wellness.

Younger consumers (ages 18–34) are leading this shift, **prioritizing clean labels, convenience, and functional benefits.**

- 43% cite protein content as their top purchase driver.
- 23% of men and 17% of women in this group consume functional beverages multiple times a day.
- Preferred attributes include low sugar, no artificial ingredients, and 11–20g of dairy-based protein per serving.



Functional Beverages: Market Growth & Appeal

Consumers are increasingly turning to functional beverages—for stress relief, mental clarity, and overall wellness.

- The global functional beverage market is projected to grow from \$1.5B in 2025 to \$2.5B by 2034, at a CAGR of 6.5%
- 57% of consumers check nutrition labels specifically for protein content, showing its importance in purchase decisions
- Growth is driven by the rise of natural, clean beverage solutions and the rise of ready-to-drink (RTD) formats that fit into busy lifestyles

‘Sober Curious’ Movement: A Cultural Shift

The ‘sober curious’ movement is reshaping beverage preferences, especially among younger consumers who are prioritizing wellness and moderation.

- 49% of Americans say they plan to drink less alcohol in 2025—a 44% increase since 2023
- 65% of Gen Z plan to reduce alcohol consumption, and 39% intend to adopt a fully dry lifestyle in 2025
- Interest in non-alcoholic and functional alternatives is rising, with 58% of Americans planning to try a non-alcoholic drink this year

Beverage Ingredient Solutions Built for What's Next

In a fast-moving beverage landscape, versatility matters. Our specialty proteins are designed to perform across formats, delivering the nutrition, functionality, and clean-label appeal that today's consumers demand.



CLEAR PRO 90™ (Whey Protein Isolate)

- Clean, refreshing, non-dairy taste
- Excellent heat stability and high clarity at low pH
- High-quality whey protein for fast muscle recovery
- Ideal for clear, acidic, and fruit-based applications



MCI (Micellar Casein Isolate)

- Clean, neutral milky flavor
- Excellent heat stability with minimal gelling or sedimentation during heat processing
- Slow digesting protein that promotes satiety and supports muscle recovery
- Ideal for high-protein UHT or retort applications

Your Partner in Beverage Innovation

Whether you're formulating for recovery, energy, digestion, or daily wellness, our ingredients offer:

- ✓ **Consistent performance** in RTD and powder formats
- ✓ **Clean-label compatibility** with no artificial additives
- ✓ **Flexible protein levels** to meet a range of nutritional targets
- ✓ **Superior sensory experience** across applications

Protein with Purpose

Our specialty ingredients empower brands to create products that resonate with this growing consumer base—delivering performance, wellness, and simplicity in every sip.

For more information please contact:
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