

Every Sip Is Becoming More Functional. Here's How We Win Together.

Functional beverages are evolving from single-benefit products into intentional beverage experiences built around flavor, function, and consumer need states. We help brands translate these shifts into clear product strategies and market-ready solutions across multiple formats.

What We're Seeing

EVERYDAY FUNCTION IS DRIVING GROWTH

Hydration, energy, and focus are becoming part of daily routines.

Innovation Opportunity: Expand beverage occasions with craveable flavor and function.

FLAVOR DRIVES DISCOVERY

Consumers are drawn to beverages that deliver unexpected flavor experiences.

Innovation Opportunity: Pair bold flavors with function to inspire discovery and repeat purchase.

NEW SOCIAL OCCASIONS ARE EMERGING

Functional, non-alcoholic beverages are redefining how consumers connect.

Innovation Opportunity: Create modern refreshers with flavor and function.

76%

of consumers have tried refreshers, reflecting growing demand for flavor and function.¹



Ready-to-Activate Opportunities

We've already mapped the functional beverage landscape, bringing ready-to-activate insights and concepts that accelerate innovation and reduce time to market.

Refreshers • Hydration Beverages • Iced Teas • Juices • Lemonades • Energy Drinks • CSDs • Social Tonics

Why Vibrant?

We turn consumer signals into formulation-ready concepts, connecting insight, flavor, and function to create beverages that perform in market.

Turn consumer needs into market-ready beverage concepts.

Share your priority innovation areas, and we'll tailor a session around your highest-impact opportunities.

PURELY
Better