

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

Functional beverages are evolving from single benefits to more intentional, multi-dimensional experiences. We help brands translate these shifts into clear product strategies and market-ready solutions across multiple formats.

nearly
50%
of Gen Z consumers want
at least four functional
ingredients in
their beverages!



What We're Seeing

EVERYDAY FUNCTION IS DRIVING GROWTH

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

Innovation Opportunity: Expand into more occasions across the day.

BEVERAGES ARE ALIGNING TO DAILY RITUALS

"Tempo drinking" is creating new moments for innovation.

Innovation Opportunity: Build products around when consumers drink, not just what they drink.

NEW SOCIAL OCCASIONS ARE EMERGING

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

Innovation Opportunity: Create modern formats that deliver both experience and benefit.



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.

Energy Drinks • Cold Brew Coffee • Iced Tea • Hydration • CSDs • Refreshers • Juices • Lemonades • Social Tonics

Why Vibrant?

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

Let's explore what this means for your portfolio.

Let's build your functional beverage roadmap. Share your priority areas, and we'll tailor a session around your highest-impact opportunities.

PURELY
Better