

The background of the entire page is a photograph of two white ceramic coffee cups filled with latte, sitting on a light-colored wooden table. The cups are in the foreground, and the background is softly blurred, showing what appears to be a person's hands and arms in a light blue shirt. A semi-transparent blue rectangular box with a thin green border is centered over the image, containing the main text.

# Ingredient Hot List

## ENERGY

These days, who couldn't use a little more energy? Between the stress of the pandemic and the stress of everyday life, consumers are eager for a little pick-me-up and are turning to their food and drinks to provide that. Ingredients like ginseng and caffeine have been relied on for centuries to give people a boost, and now other lesser-known ingredients such as taurine and more are coming out of the woodwork to add a little more zip to consumers' day. Thinking about energizing your own product line? We're digging into five specific ingredients, and tracking the top and fastest growing flavors in the energy space. Read on to learn how you can help put a bit of pep in your consumers' step.

# EVERYONE IS TIRED

Sleep is vital to health and happiness, but most researchers agree that many of us aren't getting enough. Food and beverage developers can find opportunity in this space by developing energizing product innovations that feature tasty flavors.

## A FEW FACTS ABOUT OUR EXHAUSTED NATION:

**43%** — of workers are sleep-deprived

**30%** — of adults report averaging less than six hours of sleep

**50%** — of adults feel sleepy three to seven days a week

**Feeling Sleepy** | Women report feeling sleepy an average of 3.4 days per week, as opposed to men at 2.7 days



## EFFECTS ON CONSUMERS:

The National Sleep Foundation's "Sleep in America Poll 2020" found that feeling tired impacts consumers' ability to:



**FOCUS**  
(48%)



**EXERCISE**  
(47%)



**GET THINGS  
DONE**  
(46%)



**PERFORM AT  
WORK**  
(33%)



**SPEND TIME WITH  
FRIENDS & FAMILY**  
(26%)

# FAVORITE FLAVORS

## TOP FLAVORS

*For North America New Product Introductions in the Past Three Years with Functional – Energy Claim*

- Chocolate
- Vanilla/ Vanilla Bourbon/ Vanilla Madagascar
- Berry
- Orange/Sweet Orange
- Watermelon
- Fruit & Punch
- Peanut Butter
- Matcha/Maccha (Green Tea)

## FASTEST GROWING FLAVORS

*For North America New Product Introductions in the Past Three Years with Functional – Energy Claim; Q4 2020 vs Q4 2021*

- Almond
- Orange Sweet Orange
- Blueberry
- Salt (Sea)/Fleur de Sel
- Seed



“B vitamins, vitamin C and caffeine continue to be the “go to ingredients” for an energy boost, but ingredients with multiple wellness benefits, such as those for energy and stress relief, also have an opportunity to emerge.”

- MINTEL

# GINSENG



A root commonly found in traditional Chinese medicine, ginseng contains polysaccharides and oligopeptides that are commonly thought to help reduce mental fatigue and enhance physical performance.

It's typically found in drinks, particularly tea and energy drinks, leaving plenty of opportunities in the food world. However, its natural bitter taste means that it might do best paired with other, sweeter, masking flavors.

## MARKET & CONSUMER SENTIMENT

- The ginseng market size is estimated at \$5.9 billion in 2020, projected to grow at a CAGR of 4.2% during the forecast period of 2021-2026.
- The U.S. ginseng market currently accounts for a 5.47% share in the global market.
- 240k Mentions in the past year according to Brandwatch

Source: Industry Arc, Global Industry Analysts, Inc.

## PRODUCTS OF NOTE



**MATCHA LOVE JAPANESE MATCHA + BLUEBERRY + GINSENG GREEN TEA BLEND** is said to help stay grounded with energy and focus. The product contains caffeine, matcha and L-theanine with ginseng to help focus the mind.

29% of consumers responded that they likely or definitely would buy this product.



**SOULBOOST LIFT BLUEBERRY POMEGRANATE SPARKLING WATER BEVERAGE** is flavored with other natural flavors, contains 5% juice and 200mg panax ginseng said to help support mental stamina.

32% of consumers responded that they likely or definitely would buy this product.



**SMARTWATER+ CLARITY** features ginseng and green tea extracts "for a refreshing water made with your body and mind, in mind." It is said to have extracts of ginseng and great tea for a delicious, unique flavor.

Source: drinksmartwater.com



**CARIB BREWERY'S GINSENGUP SODAS** give you energy without the caffeine crash using ginseng and natural cane sugar. They come in a variety of flavors, including apple, ginger and cola.

Source: BuyEasy.com, ginsengup.com

# CAFFEINE



Anyone who's ever faced a mid-day slump has probably reached for something with caffeine, the most popular fatigue-fighting ingredient on the market. The mild stimulant is commonly found in coffee, tea, energy bars and more, but is also the

star ingredient in many energy drinks. However, because caffeine can also cause jitters and mild nausea, some consumers have started looking elsewhere for their energy boosts.

## MARKET & CONSUMER SENTIMENT

- 85% of the U.S. population consumes at least one caffeinated beverage per day.
- Caffeine intake is highest in consumers aged 50-64 years.
- Carbonated soft drinks and tea provided a greater percentage of caffeine intake for those under the age of 18.
- 324k mentions in the past year according to Brandwatch

Source: Pubmed.ncbi, Brandwatch

## PRODUCTS OF NOTE



**BAI BOOST TOGO TANGERINE CITRUS FLAVORED WATER BEVERAGE** is described as a caffeinated antioxidant-infused drink. The product features 110mg of caffeine, as much as a cup of coffee, and has 10 calories per bottle.

38% of consumers responded that they likely or definitely would buy this product.



**POCKET LATTE LAVENDER VANILLA COFFEE CHOCOLATE BAR** provides clean energy and is made with 100% arabica coffee and delicious chocolate. One pack is made with 140mg natural caffeine.

20% of consumers responded that they likely or definitely would buy this product.



**DOLE ESSENTIALS MIXED FRUIT** features 100% fruit juices with green tea extract to help energize. The product is said to be an excellent source of antioxidant vitamin C to help support a healthy immune system and provides 45mg caffeine per serving.

46% of consumers responded that they likely or definitely would buy this product.



**TRUE LEMON ENERGY STRAWBERRY DRAGONFRUIT NATURALLY FLAVORED DRINK MIX** is free from GMOS, gluten, artificial sweeteners, calories and sugar. It contains 120 mg caffeine, about the same as a cup of coffee.

50% of consumers responded that they likely or definitely would buy this product.

# TAURINE



An amino acid found in many animal proteins, some studies suggest that taurine improves mental performance, particularly when combined with caffeine. It's also been shown to help the body flush waste products that lead to fatigue and cause

muscle burn. Additional studies indicate that it may also aid weight loss. Taurine is mainly used as a supplement in beverages.

## MARKET & CONSUMER SENTIMENT

- The global taurine market in 2020 is forecast to grow at a CAGR of 6.3% to reach USD 433.8 million by 2028.
- Among regional markets, the North America taurine market accounted for the largest revenue share contribution in the global taurine market in 2020. Regional market revenue growth may be due to rising awareness of health benefits of taurine, increase in disposable income, and rising adoption of healthier lifestyles.
- 11k mentions in the past year according to Brandwatch

Source: reportsanddata.com, Brandwatch

## PRODUCTS OF NOTE



**CELSIUS. LIVE FIT GRAPEFRUIT MELON GREEN TEA** Dietary Supplement is said to provide energy, accelerate metabolism and burn body fat. The product features Taurine in its MetaPlus Proprietary blend.

28% of consumers responded that they likely or definitely would buy this product.



**SOLIMO RED ENERGY DRINK** combines several energizing ingredients, including taurine, caffeine and ginseng, and is sugar-free, containing 10 calories per serving.

Photo Source: Amazon



**MONSTER ENERGY ULTRA PEACHY KEEN ZERO SUGAR ENERGY DRINK** provides 0% juice, taurine, L-carnitine, inositol and 110mg caffeine per can, and is low in calories.



**VITAL STRENGTH WATERMELON SMASH FLAVOURED CONCENTRATED GEL PRE WORKOUT SHOT** is created in Australia and is said to provide energy, focus and strength. The dietary supplement food is formulated with 860mg Taurine, 2500mg L-citrulline, 1500mg pure AAKG, 1000mg beta-alanine and 200mg caffeine per serving.

16% of consumers responded that they likely or definitely would buy this product.

# MACA ROOT



Maca is a root native to Peru that is often used in traditional medicine. It can be brewed as a drink or made into an additive powder, and while it is traditionally used to improve fertility and libido, it is becoming increasingly popular for its energizing

properties, as some studies suggest that it can improve athletic performance and enhance energy. Maca has a natural nutty taste that pairs well with sweet flavors like chocolate both in beverage and food products.

## MARKET & CONSUMER SENTIMENT

- North America and Europe are important markets and major importers of these products. Demand is closely tied to increasing health consciousness and willingness of consumers to spend more on high quality and exotic products.
- The global maca extract market size will increase to 61 Million USD by 2025, from 56 Million USD in 2018, at a CAGR of 1.1% during the forecast period.
- 5k mentions in the past year according to Brandwatch

Source: Transparency Market Research, MarketWatch

## PRODUCTS OF NOTE



**HEALTHY DELIGHTS NATURALS ORGANIC REDS + PROBIOTICS MIXED BERRY FLAVOR ORGANIC POWDER** is described as an antioxidant-rich superfood. It features maca root as well as other essential fruits and vegetables.

23% of consumers responded that they likely or definitely would buy this product.



**REMEDY ORGANICS VANILLA ESSENTIALS PLANT BASED DRINK** features almond milk, MCT oil and maca for energy. The product features 12g protein per serving.

22% of consumers responded that they likely or definitely would buy this product.



**ORGANIC CHOCOLATE MACA ENERGY CHEWS** are non-GMO, kosher certified and organic and only use fair-trade cocoa powder. Each 5.5 oz bag contains roughly 2.5 servings of the chews.

Source: shopsunridgefarms.com



**TEECCINO MACA CHOCOLATE ROASTED HERBAL TEA** combines energizing maca with rich chocolate flavors and a touch of chili for energy without caffeine.

# B-12



B12, also known as cobalamin, is an essential vitamin found in many animal products but is not produced in the human body. Vegetarians and vegans in particular are prone to B12 deficiency, which can result in fatigue or lack of energy.

While the vitamin itself

doesn't necessarily provide energy, a diet with sufficient B12 is necessary for leading a healthy, energetic life.

## MARKET & CONSUMER SENTIMENT

- The global vitamin B12 (cobalamin) market is projected to grow at a CAGR of 7.2% from USD 292.6 million in 2019 to USD 409.7 million in 2027.
- The market is fueled by the rising health consciousness among consumers, and a significant increase in the vegan population has caused a deficiency of certain vitamins, such as Vitamin B12. The deficiency of vitamin B12 in pure vegan products is driving the demand for the product.
- B12 supplements most likely to be used by those age 60+, with 12.4% of those who take dietary supplements using B12.
- 77k mentions in the past year according to Brandwatch

Source: reportsanddata.com, CDC, Brandwatch

## PRODUCTS OF NOTE



**SILK ULTRA UNSWEET SOY PROTEIN BEVERAGE** is said to provide 20g protein, vitamin B12 to help the body convert food to energy, vitamin D and calcium for healthy bones and more.

29% of consumers responded that they likely or definitely would buy this product.



**KODIAK CAKES PUMPKIN FLAX ENERGY CAKES FLAPJACK & WAFFLE MIX** features 10g of protein per serving and is said to help one stay energized and active with clean, long-lasting energy. The product contains seven B vitamins.

37% of consumers responded that they likely or definitely would buy this product



**MEYER PISTACHIO VK ENERGY BARS** are made for sustained energy with organic, gluten-free ingredients including brown rice protein powder, almond butter, extra virgin olive oil and B12.

Source: vkeenergybar.com



**MEGAFOOD B12 ENERGY GUMMIES** are made with organic Wisconsin cranberries from a family-owned farm and have 24 mcg of B12 per serving.

Source: elmcitymarketdelivers.com



# THE TAKEAWAYS

As we approach year three of the pandemic, consumers are eager for their food and drinks to provide them with an extra burst of energy, whether physical and mental. While caffeine is a classic, brands now have more options than ever if they want to incorporate energy-enhancing ingredients into their products. Look to options like taurine to boost mental performance without the jitters, or maca to improve physical energy. A legion of tired consumers is ready to wake up with your help – the question is, how can your brand capitalize on this growing space?

## YOU DESERVE MORE. LET'S GET STARTED.

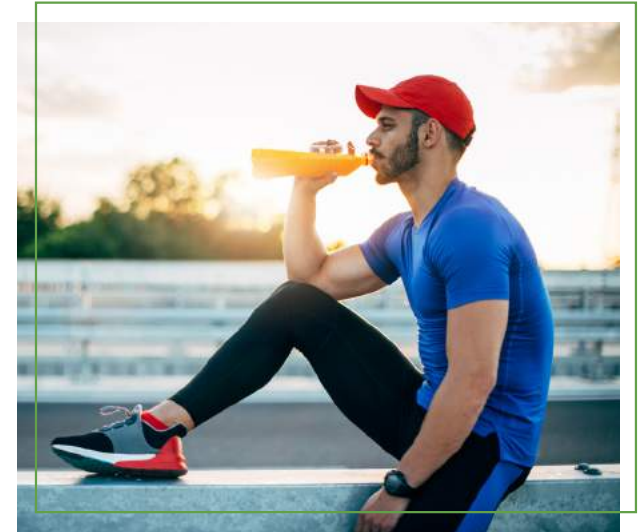
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