

March 2025, Mumbai, India

## Functional Beverages: The Next Wave of Health-Focused Drinks

**Mumbai, 14 March 2025:** The beverage industry is experiencing a significant shift, as health-conscious consumers and environmental concerns drive the demand for functional beverages. These drinks, infused with ingredients that offer specific health benefits, are reshaping consumer choices and industry offerings.

### The Surge of Health-Focused Beverages

Functional beverages encompass a wide range of drinks designed to provide **health benefits beyond basic nutrition**. This category includes plant-based alternatives, probiotic and fermented drinks, energy and performance beverages, functional waters, and natural and organic options. According to the industry report, the global functional beverages market is expected to reach **\$208.13 billion by 2028**, growing at a CAGR of 8.9% from 2021 to 2028, driven by consumer demand for health-focused drinks (source: Grand View Research, 2021).

Consumers are increasingly seeking beverages that support immunity, aid digestion, boost energy, and enhance mental clarity. For instance, a study conducted by *Mintel* found that **33% of global consumers are willing to pay more** for drinks that support their physical and mental well-being (source: Mintel, 2022).

### Innovations in Functional Beverages

The market is witnessing **innovative formulations** incorporating adaptogens, probiotics, collagen, and other functional ingredients. Companies are experimenting with unique flavors, packaging, and product formats to meet the evolving preferences of health-conscious consumers. Non-alcoholic drinks infused with CBD, THC, and other adaptogens are gaining popularity as alternatives to traditional alcoholic beverages, **offering relaxation and potential health benefits** without the downsides of alcohol consumption. According to *Beverage Digest*, the non-alcoholic beverage market is growing at a rate of 7.5% annually, with CBD-infused beverages accounting for a significant portion of this growth (source: Beverage Digest, 2023).

### Anuga Select India 2025: Showcasing Innovations in Functional Beverages

Anuga Select India 2025, scheduled from August 20 to 22, 2025, at the Bombay Exhibition Centre in Mumbai, presents a unique opportunity to explore the latest innovations in the beverage industry. This premier B2B event will feature a dedicated segment on functional beverages, including plant-based dairy alternatives,

Anuga Select India 2025  
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highlighting their nutritional benefits and environmental sustainability. Attendees will have the chance to connect with global leaders, discover new business opportunities, and stay abreast of emerging trends in the food and beverage sector.

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Prominent exhibitors such as **Nirmaan Getranke & Spezialitäten Pvt. Ltd.**, **Revolt Beverages**, **Adhar Beverages Pvt. Ltd.**, **Everest Beverages & Food Industries**, **Manama Farms & Foods**, **VRS Foods Ltd**, **Sosyo Hajoori Beverages Pvt. Ltd.**, **Tata Gluco+**, and **Parag Milk Foods Ltd.** will be showcasing their latest offerings in functional beverages at Anuga Select India 2025.

With the increasing importance of sustainability in the beverage sector, this event offers businesses a platform to explore eco-friendly innovations and meet rising consumer demand for green alternatives. The rise of health-focused beverages reflects a broader movement towards wellness and sustainability. The functional beverages market, fueled by consumer preferences for nutritious and eco-conscious options, is set to grow exponentially in the coming years. Events like Anuga Select India 2025 play a crucial role in fostering innovation and collaboration, propelling the industry forward and meeting the evolving demands of consumers.

#### **Join Us at Anuga Select India 2025**

Anuga Select India 2025 is not just an exhibition; it is the **convergence point for change-makers** in sustainable agriculture and agrifoods. We invite all stakeholders who are passionate about driving positive transformation in India's agrifood sector to be a part of this movement. Together, we can create a future where **sustainable agriculture** is not the exception but the rule.

**Koelnmesse - industry trade fairs for the food and beverage sector:** Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://anuga-india.com/>

**The next events:**Page  
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THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok  
05.03. - 07.03.2025

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage  
Sector, São Paulo 08.04. - 10.04.2025

**Note for editorial offices:**

**Anuga Select India** (*formerly known as ANUFOOD India*) photos are available in our  
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