

Digestive Health Beverages: Stated vs Qualified Claims

Digestive Health Beverages saw 31% volume growth, while remaining RTD struggled with flat volume and low single-digit dollar gains vs YA.

Where are the opportunities for growth around this trending functional benefit?

The Total Beverage category saw

flat

EQ volume and

+2.9%

increase in dollar sales in L52W.

Digestive Health Beverages using Stated & Qualified claims saw

+77% & +30%

increase in dollar sales, respectively.

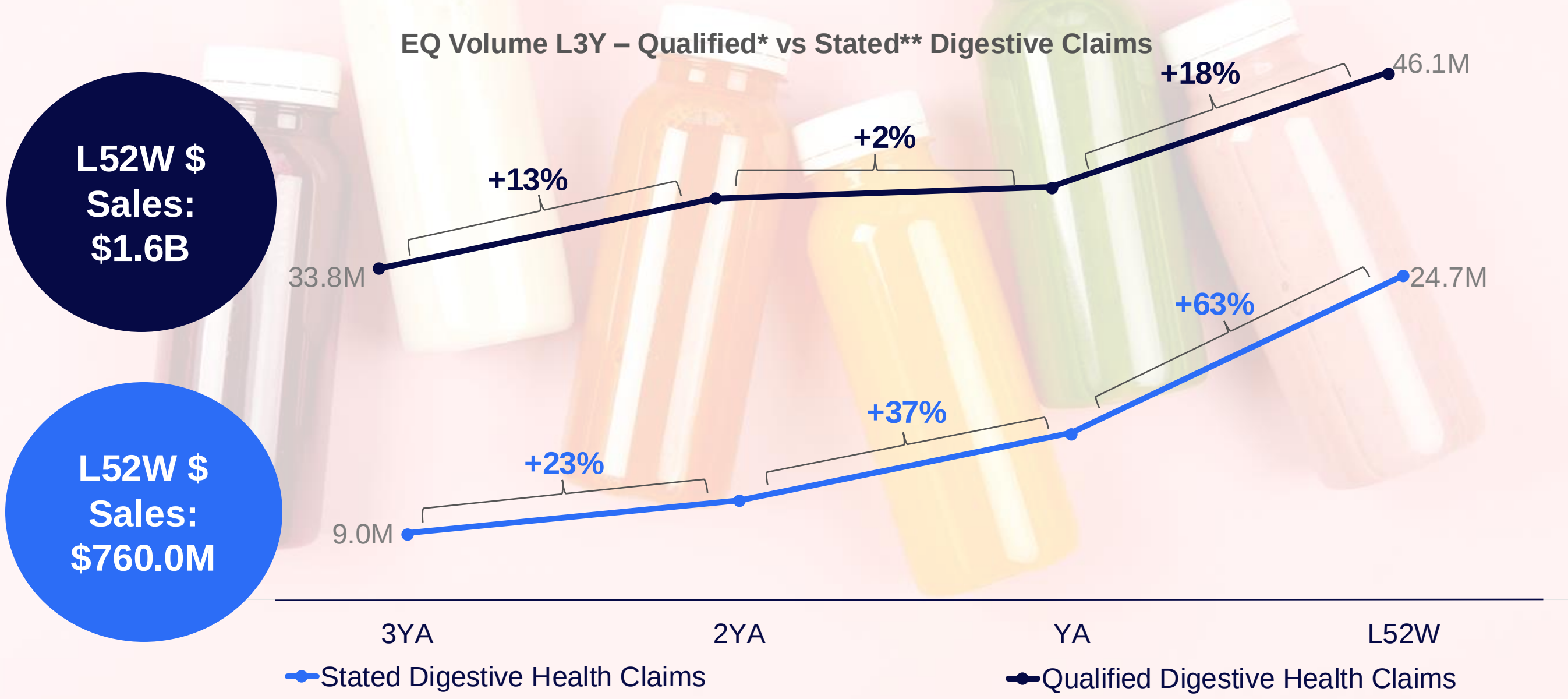
Nutrients/Superfood & Prebiotic qualified claims contributed

59%

to Digestive Health Beverages growth in L52W.

While Digestive claims on packs are growing, nearly 60% of Digestive-benefit RTD volume bears no claim—a missed opportunity for brands

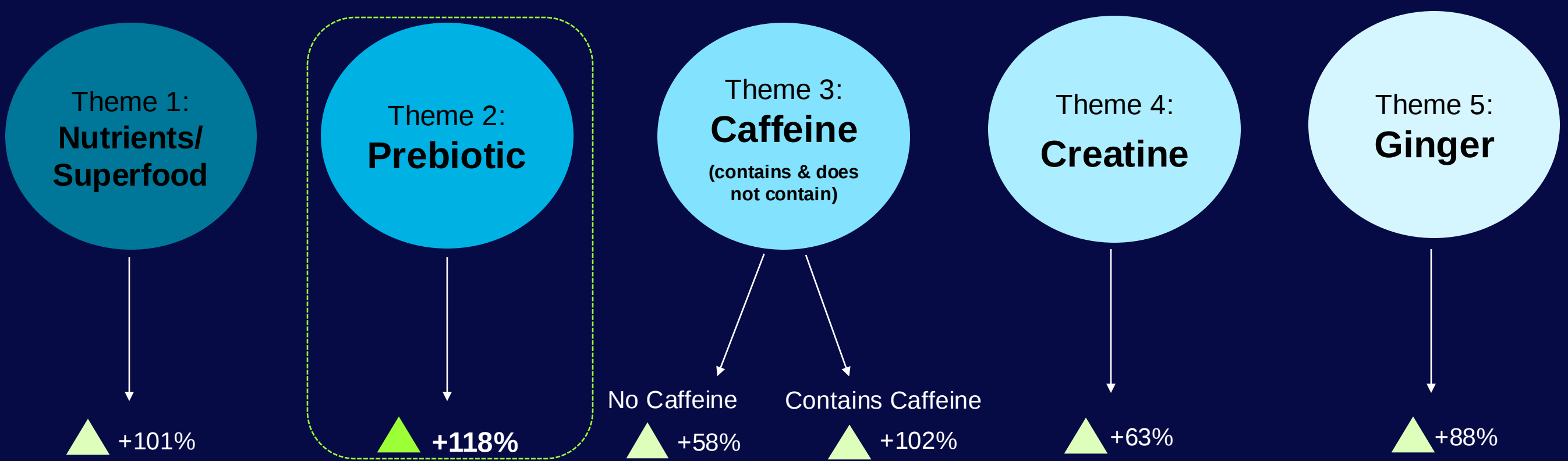
\$1.6 B in sales is from products qualifying as 'digestive health' but making no claims



*Qualified Claims: uses derived information from the nutrition facts panel and ingredient declaration as well as on-package claims
**Stated Claims: products eligible for this attribute must have an on-package claim stating the products digestive-related benefits

'Prebiotic' is a top RTD functional claim based on volume and growth

Digestive Health Beverages: Qualified Themes EQ Growth vs YA



**Themes ranked in descending order by EQ Volume in L52W

Key Takeaways

1. Digestive health-oriented beverages continue to grow in popularity, far outpacing—and potentially gaining "share of throat" from--other RTDs. Does your brand have opportunity to innovate through functional-driven innovation in the digestive space?
2. As consumers continue to place emphasis on Digestive Health, stated claims offer a way to stay relevant and competitive in the beverage space. New and established brands should consider which digestive health benefits they could state on pack to help consumers make quick, easy, and informed purchase decisions at the shelf.
3. Nutrients/Superfood and Prebiotic qualified claims are contributing the most to growth within Digestive Health beverages. There are other emerging themes which may be more relevant or applicable to your product(s) and brand. Identifying which themes are driving the most growth within your categories can help you identify whitespace and create a fruitful opportunity for your brand.

Reach out to your NIQ representative to learn which claims are most relevant to your brand with NIQ's Product Insight!



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