

BUSINESS CONSULTANTS

CPL

# BEVERAGE FORTIFICATION

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, an international vitamin and mineral premix and antioxidant company engaged CPL Business Consultants to look at the value-added by beverage fortification. CPL's concise report gathered retail intelligence and views of customers, which were used to inform the client's market strategy.***

The objective was to help a client determine the market potential for its vitamins and anti-oxidants in beverages. CPL looked at the value added at the retail level by fortifying beverages, for example, with various nutritional additives. We considered various vitamins and other ingredients such as minerals, antioxidants, omega fatty acids and herbal preparations.

The beverage categories of interest included e.g.:

- Fruit Juices
- Children's Fruit-Based Drinks
- Herbal Drinks
- Energy Drinks
- Nutritional Drinks

In order to do this, CPL mainly obtained the data using two methods. Firstly, CPL carried out focused surveys in seven retail outlets ('supermarkets' or 'grocery stores') in the US and the UK. We then analysed the survey data extensively to determine the value-added premium, if any, for fortified versus non-fortified versions.

Secondly, we contacted beverage manufacturers and others and conducted interviews to determine their views of the value of fortification. CPL then collated and analysed the interview information and presented this in the report, along with full contact reports.

## BEVERAGE FORTIFICATION

### Executive Summary

- Objective
- Method
- Survey Sites
- Principal Findings
- Conclusions
- Recommendations

### The Market For Functional Foods

- Market Segmentation
  - Fortified Beverages Segment
  - Other Functional Foods
- Volumes
- Values
- Growth (CAGR)

### Analysis of Fortified Beverages Sold in the US

- Target Market Segmentation
  - Group 1
  - Group 2
  - Group 3

### Supermarket Product Surveys

Quantitative data from products surveyed, which included *e.g.*:

- Tea
- Sports Drinks
- Smoothies
- Fruit Juice
- Dairy Beverages

### Value Added by Beverage Fortification

Views from Voice of Customer interviews, on beverage fortification with vitamins, minerals and antioxidants *etc. e.g.* in:

- Tea
- Sports Drinks
- Smoothies
- Fruit Juice
- Dairy Beverages

## Contact Reports

- Fortified Beverage Manufacturers
- Vitamin Manufacturers
- Academics and Food Technologists
- Consumer Bodies

## Survey Results

### Raw Data and Analysis

- United States *e.g.*
  - Florida
  - Illinois
  - California
  - Ohio
- Canada
- United Kingdom

*In addition to this project on the fortification of beverages, CPL has also worked on other vitamin and mineral related projects, including strategic work in premixes. You can find other relevant projects by browsing this site or also using the search bar on this page. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work. You can also review [eight case studies](#).*