



Healthy Hydration

One of the stand-out trends at Natural Products Expo West this year was hydration. From pickle juice shots and hydrating coffee through to gummies promising skin hydration, this claim was spotted everywhere at the Expo. Not only for athletes, these hydration-focused products were targeting ‘everyday hydration’ occasions for many different demographics. Brands should also consider link hydration to related aspects of health such as skin health, cognition, digestive health and immunity.

Higher temperatures linked to climate change will continue to create opportunities for more ‘everyday hydration’ products to help consumers hydrate healthily. And these products needn’t just be water or soda - think fresh juice, gel pouches, energy drinks and more!

- 54% of consumers (US) say they are actively focusing on hydration to improve their health. (Mintel, 2024)
- Recent research shows that gel-based beverages offer superior hydration properties. (Mintel, 2024)
- 73% of consumers (UK) agree that being hydrated is important for mental performance. (Mintel, 2024)
- Electrolyte formulations targeted at kids are on the rise. (The Food People, 2024)

On the Shelves



MiO Berry Pomegranate Liquid Water Enhancer. Natural flavour, low calorie, 0g sugar and claims to help people to hydrate. (USA)



Pressed Juicery Hydration+ Greens. Fresh juice shots packed with electrolytes, Vitamin C, Zinc and probiotics. (USA)



BetterDays Sparkling Cucumber & Mint + Collagen Cactus Water. Said to be a hydrating combo using collagen, Vitamin C and electrolytes. (AU)



Gu Energy Espresso Love Energy Gel. Targeted at athletes this gel pack aids hydration through electrolytes. (AU)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Shelves



Waterdrop Focus Microdrink Vitamin Hydration Cubes. A small, sugar-free cube that adds flavour to water. With green coffee & lime to support focus. (AU)



VitaCup Hydration Coffee Instant Sticks. These travel-friendly sticks contain coconut water, electrolytes, magnesium, potassium and are said to “rehydrate your body”. (USA)



Liquid IV Hydration Multiplier + Immune Support. Claims to be ‘faster hydration than water alone’. Also contains Vitamin C, Zinc and beta-glucans. (USA)



Cure Kids Hydrating Electrolyte Mix. Paediatrician-formulated hydrating drink mix in kid-friendly flavours with no added sugar and no artificial ingredients. (USA)

According to the World Health Organisation, hydration can help boost immunity and lower the risk of chronic illness and disease.

Interest and awareness about hydration is growing, and launches targeting specific demographics, specific needs and linking hydration to broader health concerns are poised for success. Fun on-the-go formats are predicted to perform particularly well - think jelly drops or water enhancer tablets. The recent Stanley cup trend highlights the novelty consumers are seeking around hydration. As well as this, products that can encourage water consumption without resorting to excess calories, sugars and salts will resonate well with consumers.



HW Hawkins Watts Offerings

- ✓ Natural colours & flavours
- ✓ Vitamins & minerals (including various electrolytes)
- ✓ Carbohydrates
- ✓ Various complementary ingredients such as collagen, botanicals, postbiotics and more

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