



Reinventing Powdered Beverages



The powdered beverage market is experiencing rapid global growth, driven by convenience, sustainability, and health-conscious consumer trends. Powdered beverages can help manufacturers to minimise emissions and transportation costs associated with heavy liquid products. Moreover, the extended shelf life of some powdered beverages aligns well with efforts to reduce food waste.

Consumers are drawn to the convenience of powdered drinks, finding them highly portable for on-the-go consumption. Whether it's a quick coffee fix, tasty functional support or a post-workout energy boost, powdered beverages offer versatility and ease of use.

- Launches of powdered food and drink has doubled globally since 2018 (Mintel GNPD, 2023)
- Waterless products have been identified as key longterm NPD trend. (Circana, 2023)
- 74% of APAC consumers say they try to act in a way that is not harmful to the environment. (Mintel, 2023)
- Fits into global trends identified by The Food People - Feed Me Functional, and Nutrition Matters. (TFP, 2024)

On the Shelves



Ondori Lychee Flavoured Electrolyte Powder to keep you hydrated with 650mg of electrolytes. (USA)



Great Value Energy Peach Mango Drink Mix with essential B vitamins and caffeine. (USA)



Celcius On-The-Go powder stick packets. Each containing clinically proven ingredients. (USA)



Liquid I.V. Hydration + Sleep Multiplier Blueberry Lavender for rapid absorption to help you fall asleep faster. (USA)



On the Shelves



AdvoCare Harmony Powdered Kombucha Supplement contains 1 billion cfu probiotics. (USA)



Joi Instant Organic Oat Milk Powder. Add directly to your water, coffee, tea or cocoa. Made with just oats. (USA)



Clevr London Fog Superlatte boosted with adaptogens, probiotics, and a microdose of caffeine. (Europe)



Thirst Ease Cocktail and Mocktail Dry Blend Mixers (add water or spirits for a mocktail or cocktail). (USA)

The convergence of convenience, sustainability, and wellness is propelling the powdered beverage market forwards.

The growing trend of seeking nutrition and wellness from food & beverages as well as from traditional supplements is driving demand for powdered drinks rich in essential nutrients. The continued rise in refillable drink bottles reflects a global movement to reduce single-use plastics, presenting opportunities for drink brands to innovate with concentrated and powdered solutions. Despite their long-standing presence, recent launches bring innovation and novelty, injecting fresh excitement into an established beverage category.



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