

## Eastern influence could see beauty drinks quench thirst in the West

By Andrew MCDUGALL <sup>✉</sup>, 13-Feb-2013

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Compared to the likes of Asia and even Europe, the US has been a bit slower on the uptake of nutricosmetics; however the Eastern influence couple with the numerous launches of beauty drinks could change this.

According to latest research from Mintel, boosting general health is one of the key reasons vitamins and supplements are taken.



When it comes to looking younger women normally opt for facial skin care products, but rarely for supplements; however the market researcher suggests that the introduction of beauty drinks could change that.

That is where the Eastern influence comes in, as beauty drinks are very much at home in the Asian market with 69 percent of last year's NPD found in the region.

*"As inspiration from the East continues to make its mark on global markets, beauty drinks can use this platform to appeal to Western consumers,"* says Chris Lindsay, analyst at Mintel.

### Examples

Herbal teas containing antioxidants have long been part of Oriental culture and are well known for their health benefits; however Lindsay points out that this trend isn't exclusive to Asia with Lanital's Maui Mango Passion Flavoured Relaxation Drink proving popular in the US, whilst in Europe Nais Q10 anti-aging drink's high level of antioxidants has resonated with consumers.

Ingredients such as collagen and hyaluronic acid are most commonly found in skin and face care products, but are also used in beauty drinks and offer brands anti-aging positioning.

According to Lindsay, fruit and nuts provide another avenue to beauty drinks marketers with a multitude of benefits offered by their nutrients.

Finally, the Mintel man outlines that innovative flavoring is also widespread in beauty drinks, and can help to appeal to specific consumers.

### Market

The global market for 'Beauty From Within' products is estimated to be worth more than \$4bn, with the bulk of sales in the Asia-Pacific.

Last year, Sanofi and Coca Cola teamed up to pilot a range of beverages positioned around beauty under the Genobiol 'Beautific' brand.

Lindsay says that partnerships such as this could help raise awareness of beauty drinks in the West, with the ever popular natural positioning in this region easing entry.

However, manufacturers will be urged ahead with caution, citing the example of Nestle's Glowelle beauty drink after it was pulled in 2011.