Unlocking Opportunity With Demand Spaces: Analyzing Consumer Functional Needs	Health-conscious drinks	Physical & mental morning boost	Daily morning hydration	Weekend accompaniments	Tasty evening drink	Noon delight soda	Lunch / mid-day hydration	
<ul> <li>20%</li> <li>&gt;=120% of Total</li> <li>40%</li> <li>&lt;=80% of Total</li> <li>&gt;80% of Total &amp; &lt;120% of Total</li> <li>80%</li> </ul>								
100%	DS1	DS2	DS3	DS4	DS5	DS6	DS7	Total
Aids	digestion							
Is nutritious	s / healthy						-	
Health and Wellness Prevents illness / strengthens	immunity						-	
Helps me manage/lo	se weight							
Is pur	e / natural	•	•	•	•		•	100
Good to share with friend	ls / family							
Social Enjoyment Complements or goes well with what I	I'm eating						100	
Enhances my meal mome	l moment	•	•	•	•	•	•	
Gives me a boos	st / energy							
Improves mental pe							-	
Improves physical performan Gives energy that la Helps me to wake						100	-	
							<b>=</b>	
		•					=	
To keep me going until my	next meal						-	
Gives me a physical en	ergy boost							
Replenishes vitamins and	d minerals		•	•		•	•	
	Is tasty							
Taste and Flavor  Has new flavor	ırs / tastes					- T		
Has a good	ma / smell	•			•	•	•	
Is good to eat/drink	on the go					•	_	
Convenience and Lifestyle Is a good meal replace	Is filling						-	
	olacement						-	
Is worth paying	g more for				100			
Something I would drink everyd	everyday							-
Warms me To rehydrate my bo  Hydration and Refreshment Good for cooling dow To quench/satisfy thi  Is refreshi	ms me up							
	my body					•		
	ling down	•	•					
	isfy thirst			•				
	refreshing •	•				•		
Sleep and Recovery	hangover							
Helps	me sleep			•			•	100

Dataviz by Isin Kosemen