

# Striving for Wellbeing in Drinks & Tobacco

July 2021

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Scope

Key findings

Drinks and tobacco industries move in a more 'mindful' direction

Striving for Wellbeing in Drinks & Tobacco

Exploring Striving for Wellbeing in Drinks & Tobacco

Striving for Wellbeing in Drinks & Tobacco in-depth

Reducing sugar, alcohol and calories

Boosting energy

Relieving stress and promoting sleep

Immune and gut health

Ingredients delivering consumer need states: botanicals and fungi to the fore

Powering change through tech and "synth"

Striving for Wellbeing in Drinks & Tobacco in focus (1)

Companies are meeting the needs of consumers using various strategies

Reducing sugar through addition, not omission, with prebiotics and fermentation

Smaller portions, smaller package sizes and higher margins

Using new ingredients and new doses to meet the insatiable demand for energy (1)

Using new ingredients and new doses to meet the insatiable demand for energy (2)

Creating new formats and ingredients to build sleep and relaxation routines (1)

Creating new formats and ingredients to build sleep and relaxation routines (2)

Exploring new claims, as beverages become consumed as supplements (1)

Exploring new claims, as beverages become consumed as supplements (2)

Exploring new claims, as beverages become consumed as supplements (3)

Reducing harm across refreshment and indulgence occasions (1)

Reducing harm across refreshment and indulgence occasions (2)

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Key industry takeaways

Challenges to overcome

Become tomorrow's next leader

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/striving-for-wellbeing-in-drinks-and-tobacco/report](https://www.euromonitor.com/striving-for-wellbeing-in-drinks-and-tobacco/report).