

# Innovation in Non-Alcoholic Drinks: 3 Innovation Platforms in Soft Drinks

May 2020

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## INTRODUCTION

### Scope

Coronavirus (COVID-19) and the global soft drinks industry

Health, experiences and sustainability guide new product launches

## MINDFULNESS/ NATURAL HEALTH

Drinks target wellness through evolving strategies

Functionality is the leading health and wellness driver for product launches

Functionality leads to premiumisation across categories

“Super-ingredients”: Responding to need states

Sugar reduction drives premium and economy consumer choice

Mindfulness and natural health after COVID-19

## CHANGING OCCASIONS, BLURRED LINES AND EXPERIENCES

Drinks categories and experiences are blending

Interest in alcohol moderation and health is a new opportunity

Premium products and experiences at home rival on-trade

Carbonates are an alternative and a companion to alcohol

Beverages are taking on new roles from other drinks and beyond

Blurred lines and experiences in soft drinks after COVID-19

## SUSTAINABILITY: PACKAGING, CSR AND WATER SCARCITY

Social and environmental concerns are driving more product concepts

Factoring sustainability and the environment into everyday purchases

Ethical labels allow products to reposition and attract new consumers

Reformulated packaging finds new ways to be sustainable

Waste reduction is the focus of some new drinks

Sustainability in soft drinks after COVID-19

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