

Searching for the Oasis in a Bottle: Calming and Relaxing Beverages

July 2020

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INTRODUCTION

Scope

Key findings

CALMING AS A BEVERAGE FUNCTIONALITY

Stress, anxiety and the role of beverages

Calming beverages serve one of three major purposes

COVID-19 has disrupted the evolution of functional beverages

The world is stressed out and becoming more stressed all the time

COVID-19 has increased the pressure on an already-stressed world

Beverages are only one tool in consumers' fight for calm

Visualising the anxiety economy

Consumers often perceive themselves as not engaging in stress relief

Calming looks very different throughout the day

Blurred lines with other functionalities should be expected

Conclusions: Calming beverages

THE CAFFEINE CONUNDRUM

Caffeinated beverage categories continue to see strong growth

Unmitigated rising caffeine consumption will eventually cause problems

Rising caffeine intake will create stronger demand for calming products

ALCOHOL AND ALCOHOL ALTERNATIVES

Calming beverages as a new form of mindful drinking

Alcohol's functional usages are vulnerable to effective alternatives

Alcohol alternatives will need to think beyond the social aspect

Consumers do not yet perceive these substitutes as being ready

Differentiating the occasions: Kin Euphorics

The kava bar: a model for on-trade relaxation in a COVID-19 world?

TEAS (AND COFFEES)

Calming beverages in coffees and teas

Herbal teas have the strongest calming positioning of any beverage

Calming is a big part of why herbals are critical to global tea growth

New ingredients: adaptogens can touch on all calming occasions

New ingredients: cannabis shows promise but remains tricky

What is the role of coffee in stress relief?

FUNCTIONAL RELAXATION BEVERAGES

Functional relaxation drinks

Why did relaxation drinks not take off?

A new wave of relaxation drinks seeks to fix the mistakes of the past

Chill Out: Coca-Cola's entry into the new wave of calming beverages

Overhyped claims need to be avoided in order to not repeat history

Shot formats will also play a role for calming on the go

CONCLUSIONS

Conclusions: the variety of relaxation beverages

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