

The New Wellbeing in Drinks and Tobacco

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Scope: The global drinks and tobacco industry in 2020 Health, wellbeing and mindfulness across drinks and tobacco What is the appropriate role of alcohol, sugar or cannabinoids? Mindfulness and new routines evolve during the global pandemic How are beverages and tobacco responding to the "new wellbeing"? Natural ingredients to deliver specific outcomes in Drinks & Tobacco Wellbeing super-ingredient: Caffeine intake shows no signs of slowing Immune support demand fuels smaller soft drinks formats In Europe, smaller "shot" pack sizes are a growth driver within juice Wellbeing super-ingredient: Zinc for immune system support Fermentation and cultured drinks for digestive health Neuroimmunology, gut health and the growing scope of immune support Wellbeing super-ingredient: Adaptogens for mood management Super-ingredients: Mushrooms as an alternative to coffee and tea? Super-ingredients: Cannabinoids for relaxation and stress relief Other relaxation/stress-relief ingredients in soft drinks innovation Super-ingredients: CBD, GABA, L-theanine, 5-HTP and melatonin A new wellbeing: Less sugar, more functional benefits Ingredients: Suppliers re-orient sweeteners for the new wellness routine Non-alcoholic beer and spirits: Promoting the positive The promise of synthetic alternatives in alcohol, tobacco and hot drinks Nicotine pouches stand to benefit from the "new normal" A delivery mechanism for substances beyond nicotine? Changing product formats to suit new occasions and remain in routines Key findings

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