

# The Caffeine Paradox: Energy, Anxiety, And the Future of Caffeinated Beverages

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## INTRODUCTION

Scope

Key findings

## THE CAFFEINE PARADOX

Beverage caffeine presents a fundamental paradox

Overview: Navigating the Caffeine Paradox

## CAFFEINE ON THE RISE

What does global caffeine consumption look like?

Where might there be a potential ceiling on this growth?

Rising anxiety has not translated into drinking less caffeine

The largest long-term threat to caffeine is rising anxiety levels

Conclusion: Caffeine is here to stay, but it needs to be mitigated

## NEW FRONTIERS OF CAFFEINATION

Emergent caffeinated categories break down into two broad groups

New carbonates make coffee and energy drinks into bigger tents

“Hard alternatives” take caffeine and alcohol in a new direction

Caffeinated sports drinks get an extra kick from new research findings

Dancing on (and over) the ceiling: Ultra-caffeinated coffee

How much caffeine are these new categories truly going to add?

Caffeinated waters are the second wave of carbonates replacement

Conclusions: Where is caffeine being added?

## MITIGATION STRATEGIES

Additional ingredients will be used to modify the effects of caffeine

Nootropics will use caffeine to break into the mainstream

L-theanine’s proven track record will make it a popular additive

Even coffee alternatives find it hard to go entirely decaf

“Energy and so much more”

Conclusions: Mitigation is the way forward

## LEGISLATIVE POSSIBILITIES

Three areas are of concern for caffeine from a legislative perspective

Legislation is most likely where children’s consumption is too high

The Gulf States have shown that vulnerability to taxes could be high

A dangerous mix? Alcohol and caffeine in “hard alternatives”

## APPENDIX

Appendix: Caffeine consumption methodology

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-caffeine-paradox-energy-anxiety-and-the-future-of-caffeinated-beverages/report](http://www.euromonitor.com/the-caffeine-paradox-energy-anxiety-and-the-future-of-caffeinated-beverages/report).