

# Regulatory Innovation in Drinks and Tobacco

July 2021

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Scope

Key findings

With the exception of cannabis, drinks and tobacco exhibit mature growth trends

## EXAMINING REGULATORY INNOVATION IN DRINKS AND TOBACCO

Exploring regulatory innovation in drinks and tobacco

Regulatory innovation in drinks and tobacco in depth

“Sin” taxation and ingredient curbs

Dark markets

Post-COVID-19 push

Preventing youth access

Defining addiction and harm

Regulating for sustainability

Regulatory innovation in drinks and tobacco in focus

Companies are addressing regulatory innovation using various strategies

Innovating to attempt to resolve core concerns: JUUL C1

Innovating to attempt to resolve core concerns: Guinness 0.0

Engaging in voluntary regulation: Diageo’s alcohol warning labels

Engaging in voluntary regulation: PepsiCo’s European rPET commitment

Attenuating impact on consumers: pacha mama shortfills

Refocus on areas of lighter regulation: LYFT/LAB

Awareness-raising, education and advocacy : YSUB

Testing the limits of regulation: san rafael

Regulatory innovation in drinks and tobacco

Key Industry takeaways

Challenges to overcome

Managing regulatory innovation

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