



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

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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?

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Conclusions: Where is caffeine being added?

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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

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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.