



# Eating and Drinking in The Anxiety Economy

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## INTRODUCTION

Scope

Eating and Drinking in the Anxiety Economy: Key findings

## THE AGE OF ANXIETY AND THE PERMANENT CRISIS

A pervasive sense of anxiety is a defining feature of the modern world

The modern era is pervaded by a sense of permanent crisis

The burden of anxiety falls most heavily upon the young

“The Anxious Twenties” are far more likely than a new “Roaring Twenties”

## THE ANXIETY ECONOMY

What is the Anxiety Economy?

The boundaries of the Anxiety Economy within the wider array of need states are porous

Food and beverages will be part of an “all of the above” approach by consumers

“Food as medicine” is gaining acceptance, including in the stress relief space

The ethical considerations of marketing in this segment are critical

## THE ROLE OF FOOD

Food in the Anxiety Economy: Future directions

Food as stress relief: Reframing the narrative

Stress relief will be wrapped into the larger debate on processing of food

Gut health is an area where few have drawn the connection yet to mental health

Possibilities in ingredients by functional positioning

Specific adaptogens will come to the fore and gain recognition for effectiveness

Regulatory problems are keeping CBD out of food and drink products

Possibilities in ingredients: The case of magnesium

Case Study: Toodaloo Adaptogenic Trail Mix

## THE ROLE OF BEVERAGES

Drinking in the Anxiety Economy: Three segments to keep an eye on

Herbal teas are the currently dominant force in stress relief

The “no/low” spaces opens up a range of new possibilities for stress relief

The euphoric moment has yet to arrive

“Health and wellness” alcohol is a dead end

The “caffeine paradox” further exacerbates anxiety issues

Coffee replacements: Muddying the waters?

Lurching from being very energised to very relaxed

Psychedelics will play an ever larger role in the anxiety-fighting conversation

## CONCLUSION

Conclusion: Looking ahead at an anxious decade

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