

Need States: Understanding the Future of Functional Beverages

May 2023

Table of Contents

INTRODUCTION

Scope

Key takeaways

Exploring the concept of need states

The emergence of need states in the beverage industry

Where does the need states framework come from?

Need states can be broken down into three major groupings

What is relaxation anyway? The challenge of definitions and need states

The key drivers of need states

THE CULTURE OF SELF-OPTIMISATION

Consumers turn to the only ones they fully trust in an uncertain world: Themselves

Hydration has become about far more than drinking enough water

Drink Alchemy aims to help consumers maximise their potential

Implications: The culture of self-optimisation

MENTAL STABILITY IN THE AGE OF ANXIETY

The consumer of the 2020s operates from a high baseline level of stress

The caffeine paradox: At the intersection of energy and calming

Moment and "drinking your meditation"

Implications: Mental stability in the age of anxiety

DIGITAL CULTURE AND E-COMMERCE

Need state-based product development requires the internet

Nootropics try to expand their circle from their core enthusiasts

Case study: Olipop leverages internet savvy into promoting its functional benefits

Implications: Digital culture and e-commerce

PILL FATIGUE AND FOOD AS MEDICINE

Pill fatigue has moved consumers to seek natural solutions to their health concerns

A new class of weight loss drugs and a possible reversal to pill fatigue

Perfectly Me and a more targeted approach to women's health

Implications: Pill fatigue and food as medicine

CONCLUSION

Key takeaways

Need states: How to win Evolution of need states Questions we are asking

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- . Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/need-states-understanding-the-future-of-functional-beverages/report.