

Nourish Your Mind



Consumers are taking a holistic approach to their mental health, and are looking for food, drink and supplement products that can support them in this space.

There has been a heightened focus on mental wellness in recent years, which is opening up opportunities for products that can help people to manage stress levels, sleep better and relax more. Mintel predicts that this focus will continue to grow in the coming years, making mental wellness benefits a great avenue for innovation.

Products made using botanical ingredients, adaptogens and nootropics are well positioned to appeal to consumers looking to calm their mind, boost their mood and improve their sleep quality. Psychobiotics and the gut-brain axis is also of increasing interest. However, scientific validation of these benefits is critical to earning consumer trust.

- Nutritional drinks, sports/energy drinks, hot beverages and dairy are categories with emerging mental wellness claims. (Mintel GNPD, 2023)
- 64% of Australian consumers are looking for ways to reduce stress. (Mintel Report, 2022)
- 59% of US consumers are looking to boost their mental wellbeing. (Mintel Report, 2023)
- Chronic sleep deprivation is associated with both anxiety and depression. (Mintel Report, 2022)

On the Shelves



Timurasa, Caramel Coated Walnuts. Said to be a great daily energy and mood booster, containing plant-based omegas. (Indonesia)



Nu Magic Water, Good Vibes Only Functional Drink Powder with Rose-Vanilla Baobab Flavour. Uses Vitamin B6, magnesium, maca extract and Vitamin C to support mental function. (Austria)



re:Drinks, Calm and Clear Peach Tea. An iced tea blend made to increase calm, reduce anxiety and improve sleep. (Australia)



HopTonic Mint Lavender Craft Sparkling Tea includes naturally occurring antioxidants and adaptogens to support relaxation. (USA)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Shelves



Whittaker's Relax Passionfruit and Chamomile Creamy Milk Chocolate. (New Zealand)



Suntory Chilling Peach & Berry Relaxation Drink features olive extract, GABA and theanine. (Japan)



Recess Mood Lime Citrus Magnesium & Adaptogen Infused Sparkling Water. With L-theanine and lemon balm. (USA)



No. 1 Living Calm Kombucha + Adaptogen, with chamomile, passion flower, ashwagandha and Vitamin E. (UK)

Food and drink products can have a direct, chemical or biological effect on people's moods and emotions.

As well as formulating products that aid in relaxation, stress reduction and better sleep, brands can also think about mental wellness more broadly. We know that hormones influence emotions, so opportunities also exist for brands to create products that address hormonal imbalances. Beyond this, leaning into the self-care movement is another way that brands can help to promote mental wellness. While a cheeky treat won't necessarily lower cortisol or improve sleep, it can certainly be a well-deserved mood boost every once in a while!



HW Hawkins Watts Offerings

- ✓ Vitamins & Minerals
- ✓ Botanical Extracts (inc. Neumentix™ & Daily Zz™)
- ✓ Complementary Natural Flavours & Colours
- ✓ Natural Sweeteners

Please contact Hawkins Watts for more information

Australia

+61 3 9561 3710 sales@hawkinswatts.com.au

New Zealand

+64 9 622 2720 sales@hawkinswatts.com

