

# Mental Wellness

In a time of global uncertainty, many consumers, younger generations in particular, are looking for food and drink products that support their mental health. Let's discover how this trend is playing out.



'Let food be thy medicine, and medicine be thy food' - this quote attributed to the Greek physician Hippocrates is finding renewed relevance in recent times.

Health organisations such as Headspace have highlighted the pivotal role that food and drink plays in our mental wellness, and the public is tuned into this concept more than ever before. On top of eating a wholefood rich diet, certain minerals, botanicals and other ingredients have also been shown to have a positive effect.

Help consumers to take control of their mental wellness by formulating products that can offer an improvement to symptoms of anxiety, stress and insomnia.

1 in 4 New Zealanders and Australians will be affected by anxiety at some stage in their lives.

42% of Canadian consumers say that since the COVID-19 outbreak, mental wellbeing has become a bigger priority.

Chamomile, Lemongrass, Lemon Balm and Lavender were the Top 4 herbal substance ingredients in NPL with stress/sleep functional claims globally (2019)

In 2019, 56% of global food and drink launches with stress/sleep functional claim were in the tea sub-category - space to launch mental wellness boosting products in other areas



## On the Shelves



Inner Calming Relaxing Seasoning Mix features Ceylon cinnamon, cocoa and ashwagandha. Can be added to sweet dishes like porridge and yoghurt (Germany, 2020).



Glico GABA Mental Balance Milk Chocolates are formulated with GABA to ease mental stress from work (Japan, 2020).



SpaceCream ice-cream is infused with CBD (cannabidiol - a non-psychoactive component of cannabis). It is said to help alleviate anxiety and reduce stress (Canada, 2020).

Did you know that gamma-Aminobutyric acid (GABA) enables the body and mind to relax?



Peak Rest is designed to help you relax in the evenings. Contains an essential minerals blend, L-tryptophan, chamomile extract, and green tea extract (Australia, 2019).



## On the Shelves



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Meda Calm beverage contains chamomile, lavender, L-theanine, and ashwagandha to help you de-stress (UK, 2019).



Recess is positioned as keeping you cool, calm and collected, with help from functional ingredients including hemp, ginseng, L-theanine and lemon balm (US, 2020).



Arepa claims to help reduce mental fatigue and stress with brain-food polyphenols: blackcurrants, pine bark, and L-theanine (NZ, 2017).



Bumblezest Refresh and Relax contains ginger, CBD and turmeric to help promote calm (UK, 2019).

The events of the past several months have created or exacerbated mental wellness issues for many people, and they are looking for practical solutions to help manage this. As such, there has been an increased interest in anti-anxiety and anti-stress food and drink.

Whilst many people turn to sugary or fatty comfort foods to cope with stress, there is a growing awareness amongst consumers of the benefits that botanicals, adaptogens, nervines, CBD and other ingredients can offer.

Much of the development in this area has been in beverages, leaving space to innovate further in other categories.



## Hawkins Watts Offerings

✓ Botanical Extracts - lemon balm, ginseng, marine magnesium and more

✓ Essential Oils and Oleoresins

✓ Complementary Flavours



Get in touch with us for information on other complementary products or for concept samples.

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