

The Grocer

Focus On: Adult soft drinks

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Publishing: 10 December 2022

Advertising deadline: 25 November 2022

Submissions deadline: 23 November 2022

After a hard day's work, shoppers may be tempted to reach for a bottle to wind down. But increasingly the drink is likely to be alcohol free. Functional beverages are entering the market with promises to calm shoppers down or otherwise improve their mental state. Other lines support women's health through pregnancy or menopause and make people's brains sharper – allegedly. So how much promise is there in this emerging category? What branding, flavours and other factors are drawing consumers in? And how do such products fit into the wider adult soft drinks category?

Benefits: Recent launches in functional drinks have included CBD, brain boosters and vitamins for women's health. What other benefits are being promised?

Premium: Posh adult soft drinks look a little vulnerable during the cost of living crisis. How they retailers and brands maintain sales?

Moderation: Shoppers are still opting to reduce alcohol or stop drinking entirely. How are soft drinks making the most of it?

Innovations: We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each