

MOOD SHIFTERS

Consumers are turning to mood-altering food and drinks as they seek relaxation in a tumultuous world.



We are a cultural intelligence platform. Get in touch at info@codec.ai

FUNCTIONAL FUN

Booze-free newcomers like adaptogen-infused cocktails Curious Elixirs, and plant-based tonic Peak claim the fun without the hangover.



If 2020 had to be described in one word, 'chaotic' would be a pretty fitting summation. The impact of the pandemic on all aspects of life has spurred consumers into **seeking new ways to re-balance and mitigate risk**, especially when it comes to mental health.

In a bid to battle the effects of burnout, exhaustion and stress, consumers are increasingly turning to foods and drinks aimed at **altering and managing their moods**. Boosting a whole industry catering to mood and relaxation in the process.

Buzzy words like CBD and adaptogenics - and ingredients like mushrooms, ginseng and hibiscus - have found their way into a **seemingly endless array of products**. From cereal bars to spreads, by way of water, the promises of added benefits that work to **de-stress and restore chemical balance** have never been more in demand.

At **Codec**, we've seen engagement with related interest topics and trends rising across thousands of cultural communities tracking live on our platform.

Recess, which first made the headlines for its Instagram-friendly CBD drinks, has now launched a Mood range that aims to 'calm the mind, lift the mood'. For alcohol, **the movement goes hand-in-hand with the rise of the sober curious**; the global market value of alcohol-free beer is projected to reach \$29bn by 2026 - *Global Market Insights*.

Drinking to get a **different kind of buzz** - one that helps relax the body while boosting the mind - offers a window into what a **future state of socialising** with alcohol could look like. Occasions where wellness, fun and good taste happily coexist.