



CONSUMERS SEEK adaptogens TO OFFER CALM AMID CHAOS

a·dapt·o·gen

noun: adaptogen; plural noun: adaptogens

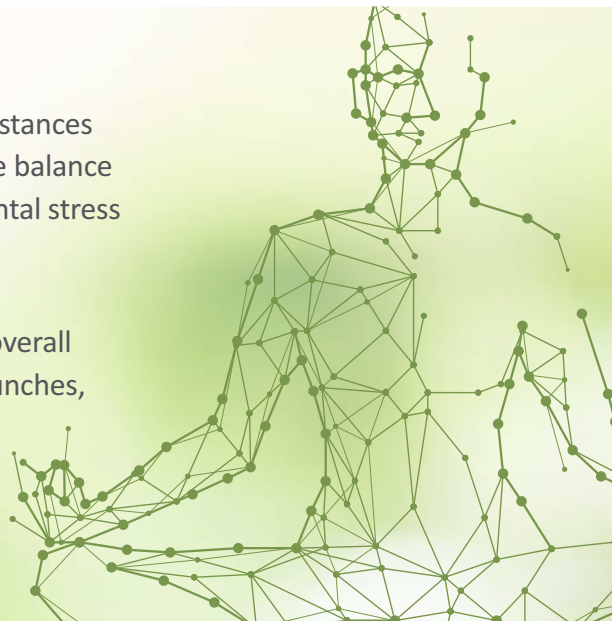
In herbal medicine, a natural substance considered to help the body adapt to stress and to exert a normalizing effect upon bodily processes. A well-known example is ginseng.

restore

Adaptogens are botanical substances that can help the body restore balance and cope with physical or mental stress

niche

Adaptogens are still niche in overall food, drink and healthcare launches, but products launched with adaptogen in the product description are found most often in beverage categories



tea

Tea is the most widely consumed beverage in the world, next to water, and can be found in almost 80% of all U.S. households

- Adaptogen enhanced teas present huge opportunities
- 47% of tea drinkers drink tea for relaxation



growth

Functional foods and beverages, including adaptogens, experience significant sales growth as interest spikes

- The global health ingredients market is projected to reach \$124.1 billion by 2025, as more consumers adopt functional food and dietary supplements, like adaptogens, minerals, electrolytes, and prebiotics
- Online interest in “Adaptogens” has grown by 253% over the last 5 years
- 2/3 of US adults say “healthfulness” has significant impact on their food and beverage purchases



snacks

An untapped opportunity for adaptogenic ingredients

- In the US, 37% of consumers snack to give themselves a break during the day and 24% report snacking relieves stress
- Only 3% of global snacks launches in the last 5 years have been with a stress/sleep functional claim. Approval from medical-health organizations will likely affect market growth
- Healthcare professionals’ willingness to refer patients to herbal treatments may be a gamechanger for brands utilizing adaptogens claim



Most popular sources of adaptogens see growth in new product launches

% GROWTH IN NEW PRODUCTS LAUNCHED 2015-2020



Ashwagandha
+32.3%



Cordyceps
+33.3%



Ginseng
+15.9%



Turmeric
+32.3%



Astragalus
+33.3%

Adaptogens are popping up in products across multiple categories



Food & Beverage



Pharmaceuticals



Nutraceuticals



Cosmetics & Personal Care



Animal Feed