



# Focus: The Next Great Need State in a Distracted World

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## INTRODUCTION

Scope

Key findings

## THE SHRINKING MODERN ATTENTION SPAN

Our eroding attention spans are creating a new need for focus-enhancing products

Digital dementia and the growing memory concerns of younger people

Focus within the need state framework

Moving consumers out of the supplements aisle is the first step for focus beverages

What's in a name? Nootropics, focus, flow state and the challenge of definitions

It is not just about solving problems but also about self- optimisation

Where focus becomes "flow state"

## THE VARIETIES OF FOCUS NEEDS

What leads a consumer to reach for a focus beverage?

Biohacking the brain to maximum productivity

Working and studying with focus beverages

Esports have yet to find their Gatorade

Social occasions are a blurry area but one that could hold potential

Memory health will blur some lines with focus but represents its own functionality

## BUILDING A FOCUS-ENHANCING BEVERAGE

Focus products will need to deliver value for money in an era of tight budgets

Coffee and tea are still underplaying their role in focus occasions

Energy drinks will become a more fragmented space to deal with the rise of need states

Focus waters will succeed to the extent consumers embrace hydration as a key to focus

Concentrates are an area to watch as their functional positioning explodes

Caffeine is the unifying ingredient holding the focus category together

L-theanine will be the star ingredient that is not caffeine

What other ingredients have potential for promoting focus?

## CONCLUSIONS

Conclusions

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