



Intentional Consumption and the Quest for Control

June 2025

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Why read this report?

Key findings

Agile empowerment is the key to success with intentional consumption

INTRODUCTION

Exploring intentional consumption

Drivers of intentional consumption

Intentional consumption uncovered

NEED STATES

Outcome orientation is a step change in consumer mindsets

Need states for an intentional age

Kind Patches: Fresh functional form factor aligns with wide need state portfolio

Flojo: East meets west in productivity targeting beverage

Challenge of need states requires holistic proposition development

SELECTIVE EVIDENCE SEEKING

Thirst for “natural” propositions and lack of trust drive individualised evidence quests

Truth or justification? When science meets social media

Sweetgreen removes seed oils: Following the science?

Brain food: M&S collaborates with the British Nutrition Foundation

Transparency and credibility are a valuable currency in a world of selective evidence

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New, health-adjacent and distributed social occasions demand new consumption

Curiously experimental: “It’s not a beer, it’s a boost”

Drink Wynn: Delivering a balanced buzz

Nuanced functionality key to addressing recreational diversification

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Against a backdrop of creeping chaos, consumers lean into self-regulation

Better-for-me need not be the enemy of better-for-all, but it remains the clear priority

The Lab Co: “Better for you. Better for your items. Better for your world.”

Milrow: Meat alternative aiming to allay ultra-processed fears and promote planet upside

Urge to impact reduction mandates multi-dimensional benefits

CONCLUSION

The view from our experts: Holistic alignment key to meeting intentional demands

The view from our experts: Address intentional consumption bravely with added value

Intentional consumption: How to win

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