



Striving for Wellbeing in Drinks and Tobacco: Personal Health Technology and Beverages

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Table of Contents

INTRODUCTION

Scope

STRIVING FOR WELLBEING: POWERING CHANGE THROUGH TECHNOLOGY

What is this briefing about?

What do we mean by “striving for wellbeing”?

Striving for wellbeing: powering change through technology and synth

The consumer’s health and wellbeing is increasingly mediated by personal health technology

THE GROWING ROLE OF PERSONAL HEALTH TECHNOLOGY AND DATA IN HEALTH AND NUTRITION

The growing role of personal health technology and data in health and nutrition

What are the beverage preferences of personal health technology users?

State of wearable tech in 2021: re-establishing momentum after the pandemic

Increase in personal exercise drives demand for wireless headphones

Health monitoring is at the forefront of innovation in wearable and smart home technology

Moodbeam: wearable technology to record mental wellbeing as well as physical

Using health technology to “biohack” need states and beverage routines

Integrating PHT and monitoring into your food and beverage routine

Food, beverages and supplements will discover how they appear to consumers as data

“DOES THIS ACTUALLY DO ANYTHING?” HOW PERSONAL HEALTH TECHNOLOGY CAN IMPACT BEVERAGE INNOVATION

Personal health technology will change functionality in the beverages industry

How we might record the impact of functional ingredients across need states

Home fitness brands and influencers are already involved in functional beverages

Monitoring and moderating caffeine intake through health technology

Case study: Oura ring

Case study: Ember smart mugs

PHT offers consumers the ability to improve hydration and measure early symptoms of illness

Case Study: Gx Sweat Patch

Case Study: Sixty Hydration Tracker

Case Study: H2O Pal

Using health technology to achieve alcohol reduction ambitions

Case Study: BACtrack Skyn

Non-invasive blood glucose monitoring could be a game-changer for beverages

Case Study: Levels glucose monitor

Case Study: Rockley Photonics

Functional beverage brands must find their role as wellness is mediated through PHT

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/striving-for-wellbeing-in-drinks-and-tobacco-personal-health-technology-and-beverages/report.