

Intentional Consumption and the Quest for Control

June 2025

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EXECUTIVE SUMMARY

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

MINDFUL RECREATION

Health, financial and social circumspection prompts mindful recreation New, health-adjacent and distributed social occasions demand new consumption Curiously experimental: "It's not a beer, it's a boost" Drink Wynk: Delivering a balanced buzz Nuanced functionality key to addressing recreational diversification

SELF-REGULATION

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." Millow: 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 Evolution of intentional consumption Questions we are asking

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