

Case Study

# How Recess Expands the Relaxation Category with Evergi

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*Recess*



# Introduction

## About Recess

Recess is a consumer wellness and lifestyle brand creating products and experiences designed to help people feel calm, focused, and relaxed despite an increasingly stressful world.

Recess launched its first product line in October 2018, a line of CBD and adaptogen infused flavored sparkling waters which the brand used to establish the usage occasion of *'taking a Recess'* and define the feeling *'calm cool collected.'* Now Recess is expanding off of the strong foundation they have built to become a true Relaxation platform that will play in multiple product categories over time.

## About the Data

### Methodology:

The data shown is from Brightfield Group's Evergi™ platform. The platform integrates multi-source data to provide a 360-degree view of emerging wellness trends.

### This includes:

**Evergi™ Consumers:** General population consumer survey integrated with social media. Data is fielded online semi-annually with 5,000 US consumers age 21+. Data shown was fielded December 2020.

**Evergi™ Conversations:** Wellness-focused social listening on Twitter and Instagram.

Finding new ways to de-stress seems like an American pastime. **In fact, 56% of Americans say they are often anxious and stressed!**

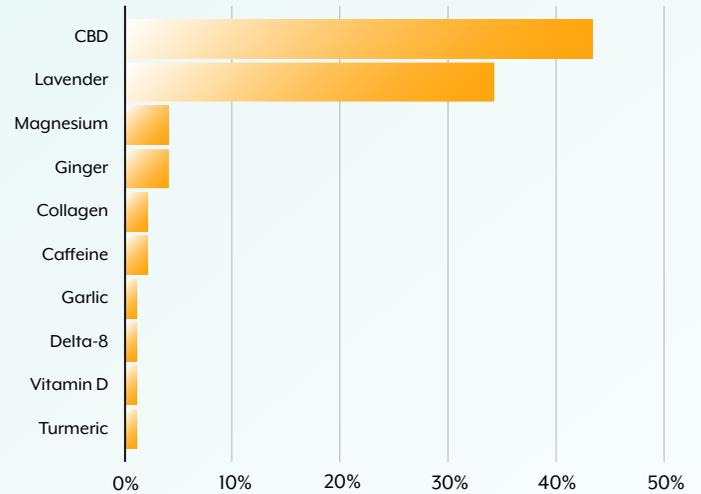
Traditionally, one would look to caffeine to get enough energy throughout the day and alcohol to wind down—**23% of Americans looking to relax drink wine.** As functional products evolve and consumer behavior shifts, consumers are looking to replace some occasions such as a second afternoon coffee or a weeknight glass of wine with beverages that help one feel calm and balanced.

**Millennials are 33% more likely to seek relaxation—the highest of any generation by far.**

Consumers are adopting new types of functional ingredients and products into their lives to meet specific needs like relaxation. Adaptogens are a category of plants and mushrooms that are thought to increase the body's resistance to stress by “*adapting*” to what the body needs.

## Relaxation Ingredients on Social Media

% share of voice within topic of 'Relaxation'



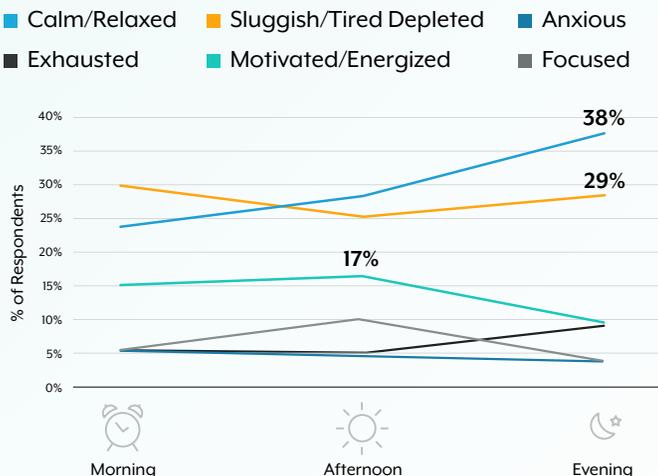
The list of claimed benefits includes reducing stress levels, supporting the body's adrenal glands, and regulating hormone responses for an overall sense of homeostasis, or balance. Younger consumers are embracing adaptogens to address need states of holistic wellness, relaxation, exercise, and sleep. And companies like Pepsi® and Coca-Cola® have recently launched products with these ingredients targeted towards need states like focus or relaxation.

Recess is diving deeper into the relaxation need state. Recess' customers look to achieve a sense of calm and relaxation so the brand wants to ensure they meet those needs at any time of day. **It's about marketing the solution, not the ingredient.**

Let's explore the relaxation need state more, which ingredients come out on top, and how the Relaxation category is helping shape the next generation of functional products.

## Mood by Time of Day

How would you describe your mood on most days in the morning/afternoon/evening?



# A Deep Dive into the Relaxation Need State

“ Consumers fundamentally hire brands to do a job of some kind—they are seeking complete solutions and experiences, not merely ingredients. For the past two and half years we have been focused on establishing the idea of taking a Recess and defining the feeling—calm cool collected”

— Ben Witte, CEO of Recess

Relaxation is emerging as a “meta” category similar to Alcohol or Energy with multiple subcategories within it. For example, there are various alcoholic beverages for specific occasions and need states. The occasion for drinking a light beer is different than the occasion for red wine, which is different from scotch or champagne. This is how the relaxation category will look—multiple segments within the larger category focused around specific need states like relaxation, focus, social, and sleep.

**47% of Americans who drink alcohol wish there were more non-alcoholic alternatives for social gatherings.**

### Which ingredients fit into Relaxation?

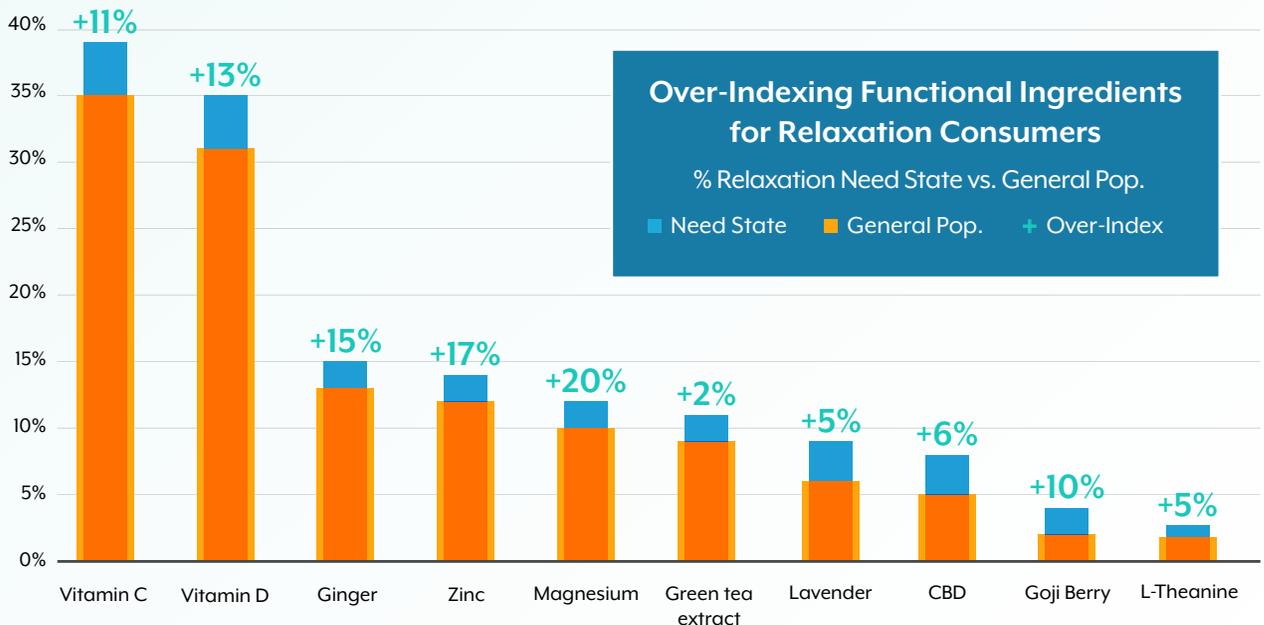
There is a wide range of ingredients consumers are using and looking for to achieve relaxation. Mainstream players like Vitamin C, D, and even caffeine, comprise the top of the chart. Many of these common ingredients that over-index on relaxation do not actually deliver that effect.

This is an opportunity for brands such as Recess to increase awareness around functional ingredients such as adaptogens, CBD and magnesium—for specific effects like relaxation.

CBD has significantly grown since the Farm Bill passed in 2018, but it is on an island in terms of emerging functional ingredients. Goji berry, lavender, and others like ashwagandha and licorice root over-index on relaxation.

Functional ingredients are being infused into various product types and formats. They typically start in supplements and make their way to beverages and food. Recess, for example, is expanding its product line to include sparkling beverages and ready-to-mix powders with magnesium to meet specific usage occasions. The chart below shows magnesium is already used by many Americans and over-indexes on the relaxation need state.

### So why aren't there more functional beverages with magnesium?



\* **Survey Question:** In the past 3 months, have you purchased functional food or beverage products with any of the following functional ingredients? Select all that apply.

# Why Magnesium?: Aligning Ingredients with Innovation



*At Recess we always start with—why do we feel the way we do? Why do most of us increasingly feel stressed out, anxious, off balance, down? That’s obviously a very complicated question.... But as it relates to physiological factors, there are many parts of our bodies that impact our state of mind and there are many types of functional ingredients we can utilize to optimize our mentality at different moments throughout the day.”*

**— Ben Witte, CEO of Recess**

Magnesium is the fourth most abundant mineral in the human body. According to Healthline, it can play several important roles in the health of your body and brain including improving exercise performance, combatting depression, and lowering blood pressure. **It also over-indexes on the relaxation need state by 83%—a significant jump!**

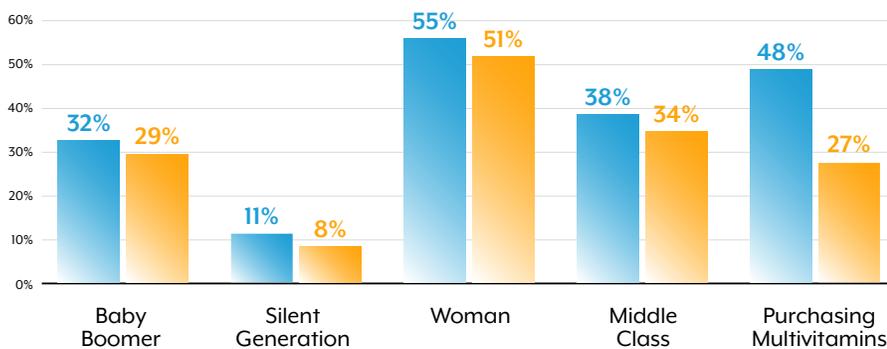
The typical magnesium consumer heavily skews older and is using the mineral as a health supplement. Millennials and Gen Z actually under-index in purchasing magnesium which makes sense; they have historically not been the target market.



### The Magnesium Consumer

% magnesium consumer vs. general population

■ Magnesium Consumer ■ General Pop.



### There are three truths at play here:

1. Millennials are more likely to seek relaxation.
2. Magnesium is much more likely to fit into the relaxation need state.
3. Magnesium's traditional market is not Millennials.

### This is the opportunity Recess is looking for.

They can capture a new market of consumers looking to relax by repositioning magnesium as a relaxation product in a format Millennials want.

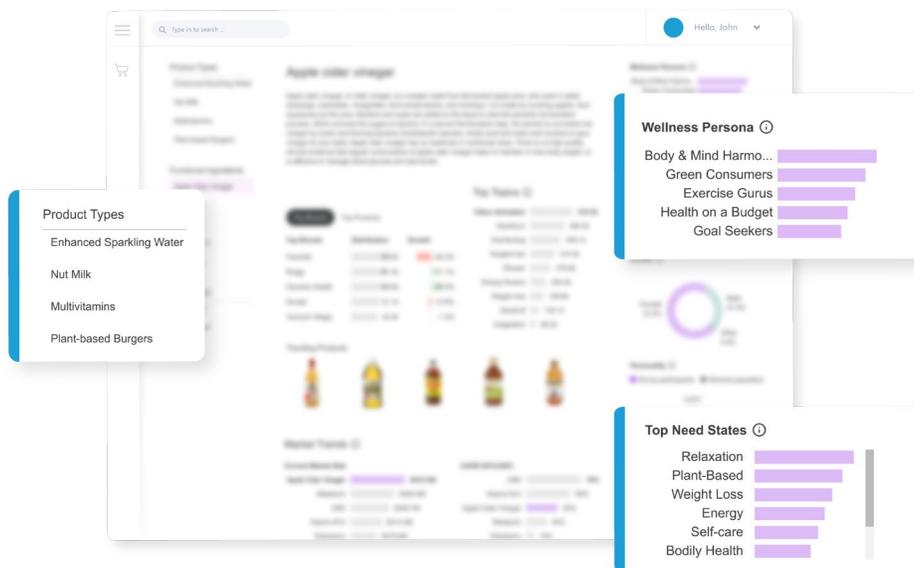
Additionally, there are few competitors in the magnesium beverage space, allowing for an easier entry point for the brand.

**Higher income Millennials are the most common consumers of functional beverages.**

The Relaxation category is rapidly growing and its value proposition is universal: It is the only other category of products that alters our state of mind. These products tend to be the biggest opportunities for brands (like caffeine or alcohol). People are looking for products that help them get through life and deal with the world around them. Relaxation is one of those need states brands should be paying attention to if they want to innovate.

## Introducing Evergi, your integrated answer to innovation.

Streamline your go-to-market strategy with integrated research on emerging wellness products and ingredients.



**Brightfield Group** is the leading research firm for emerging markets including CBD, Cannabis, and Wellness. By integrating multi-source data with AI and research expertise into our cross-comparable data lake, we uncover robust insights as new markets develop. Since 2015, we have helped Marketing, Innovation, and Insights leaders drive customer-centric strategies on their next big idea.

Learn more at [evergi.co](https://evergi.co).

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