



Cognizin<sup>®</sup>  
BY  KYOWA

# New Survey Reveals What's Driving Consumers to Energy Drinks and Supplements

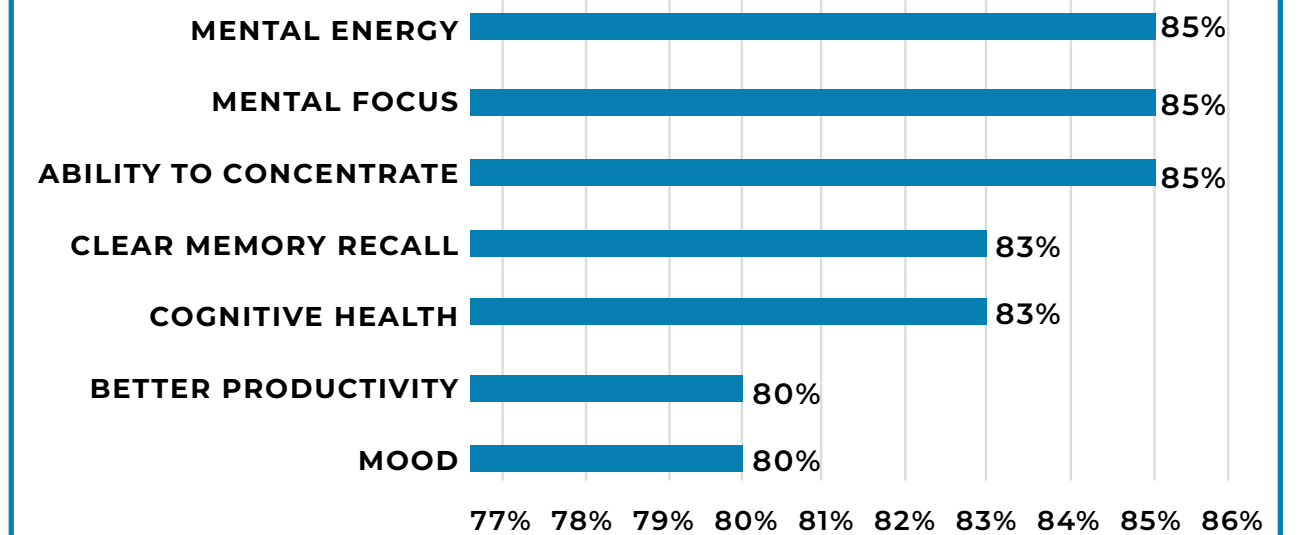
MENTAL ENERGY MATTERS TO QUALITY OF LIFE



Mental and cognitive health factors into how today's supplement consumers perceive quality of life. According to a recent survey by **Kyowa Hakko** of US supplement shoppers, more than four-out-of-five said it is important to their quality of life to have mental focus, mental energy, and the ability to concentrate.

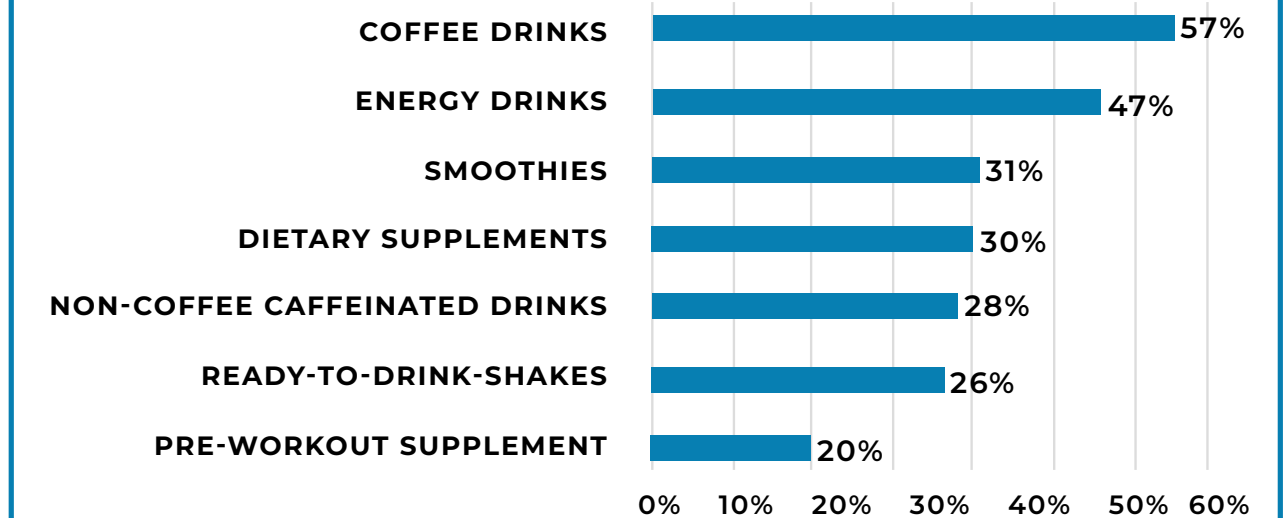
Supplement consumers also said clear memory recall and mood are key quality of life factors. Therefore, it's no surprise that a large number reported seeking an energy boost by purchasing coffee drinks, energy drinks, and dietary supplements in the past six months. Furthermore, in the past 12 months, more than one-third (38%) reported having purchased a supplement specifically for energy.

### RATE EACH ON HOW IMPORTANT IT IS FOR YOUR QUALITY OF LIFE



\*percentage equals combined top two boxes: Somewhat or Very Important

### WHICH OF THE FOLLOWING HAVE YOU PURCHASED FOR AN ENERGY BOOST, IN THE PAST SIX MONTHS?

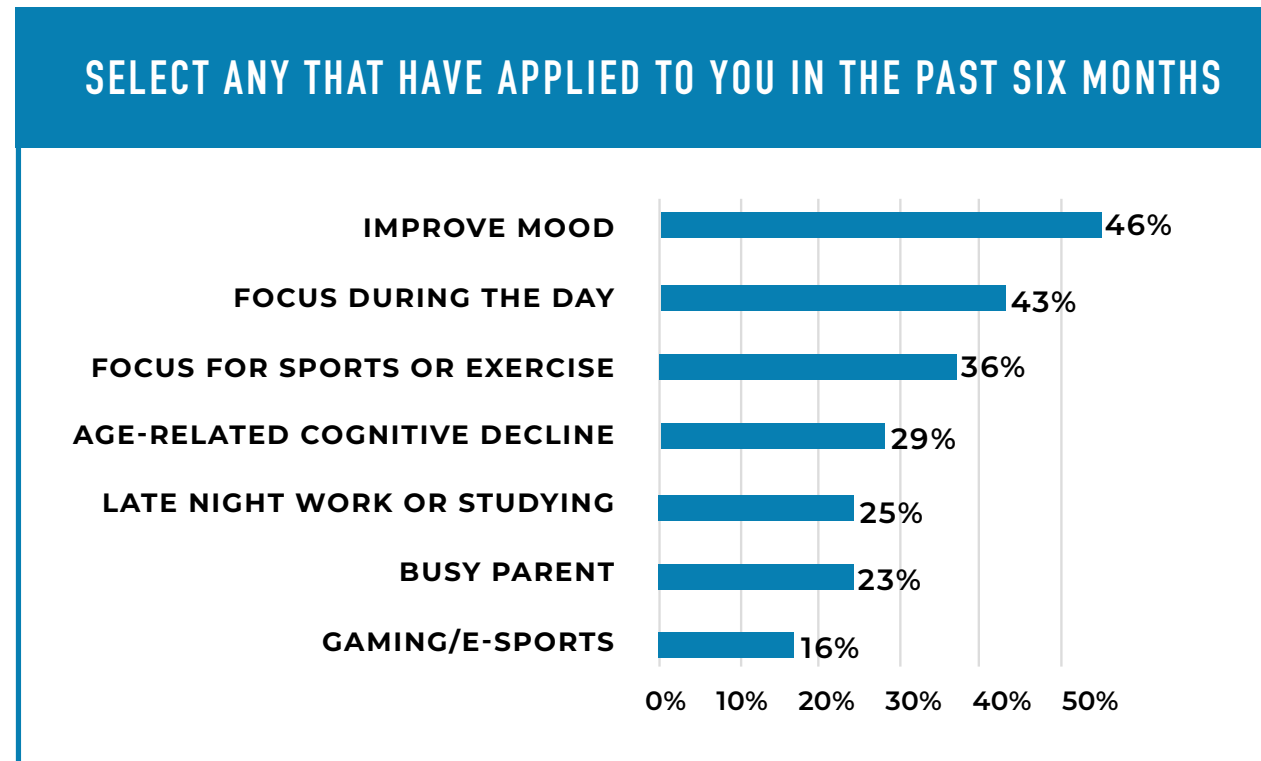


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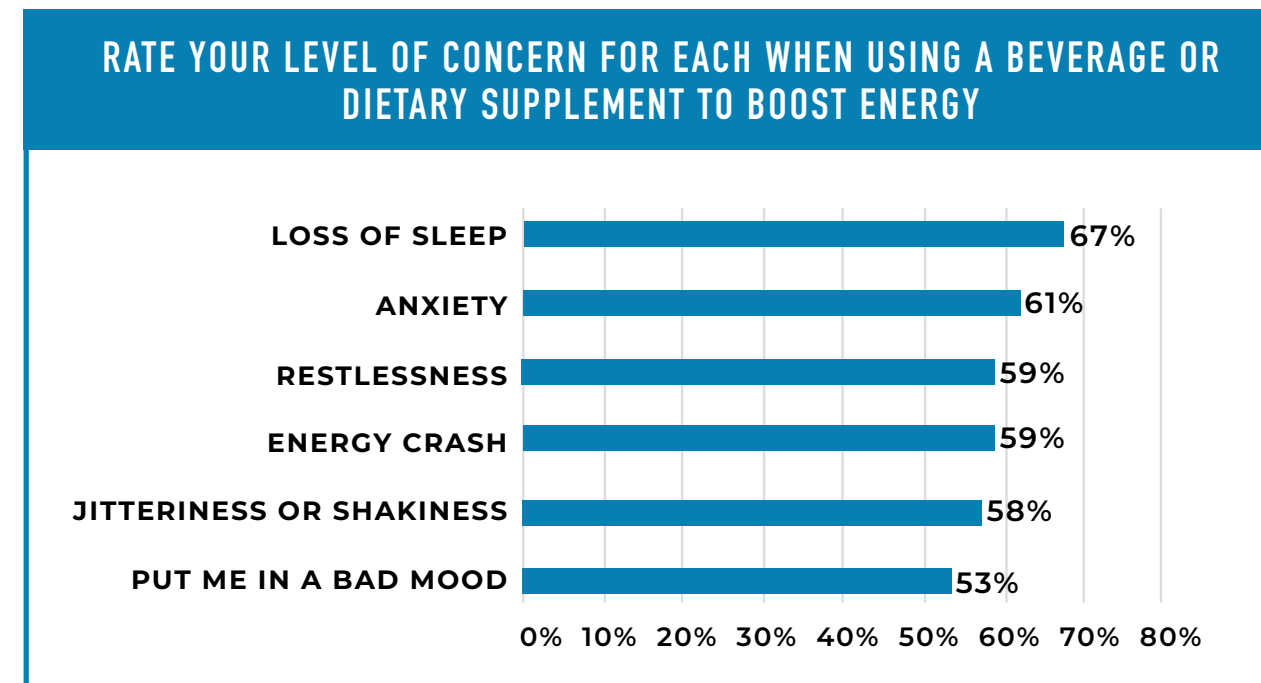
## PURCHASE DECISIONS: CONSIDERATIONS AND CONCERNS

Mood and focus are top reasons consumers identified for having purchased a product in the past six months to boost energy or focus. In particular, a large proportion report buying a product to aid focus during the day for work or school (43%), or for physical activity like sports or exercise (36%). These findings suggest growth potential in energy-boosting applications.

However, supplement consumers also expressed concerns that using a beverage or dietary supplement to boost energy could result in loss of sleep, anxiety, restlessness, and an energy crash that comes later. Brands may be missing opportunities among shoppers who are worried about having a negative experience.



\*percentage equals combined top two boxes: Somewhat or Very Important



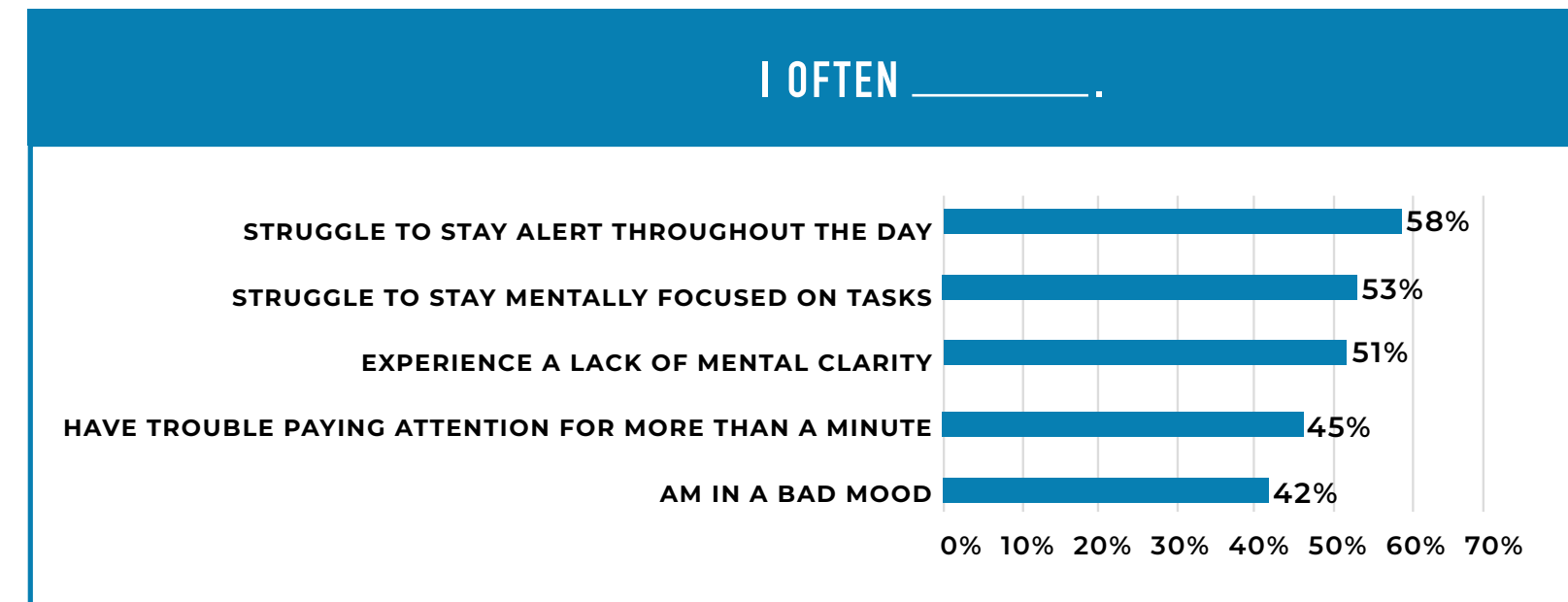
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## ENERGY EVERY DAY

Functional ingredients are part of many consumers' everyday routines. Among those surveyed, 79% take a dietary supplement daily. Similarly, 73% said they have an active lifestyle and 85% said they try to maintain optimal health. More and more, mental energy is viewed as a component of health and wellness.

Seven-in-10 supplement consumers said they have done something to help maintain their cognitive health in the past two weeks (71%). Despite this, more than half said they often struggle to stay alert for the whole day or mentally focused on tasks. Similarly, fifty-one percent said they often experience a lack of mental clarity.



\*percentage equals combined top two boxes: Somewhat or Strongly Agree



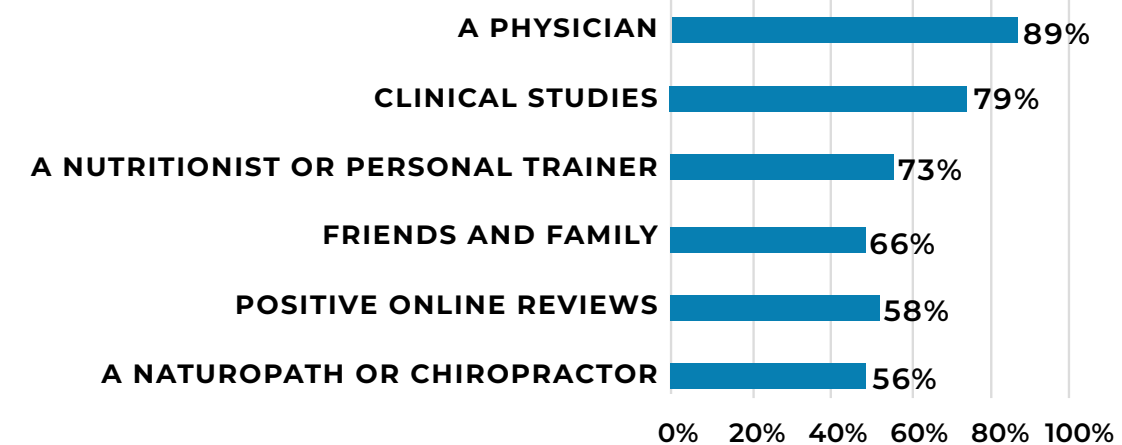


## BUILDING A TRUSTED BRAND

Trust is a major component of supplement consumers' purchase decision-making. They are active information-seekers. More than half said they spend a lot of time researching personal nutrition (57%). And when it comes to that, most supplement shoppers said they trust the recommendations of their physician, nutritionist, or personal trainer.

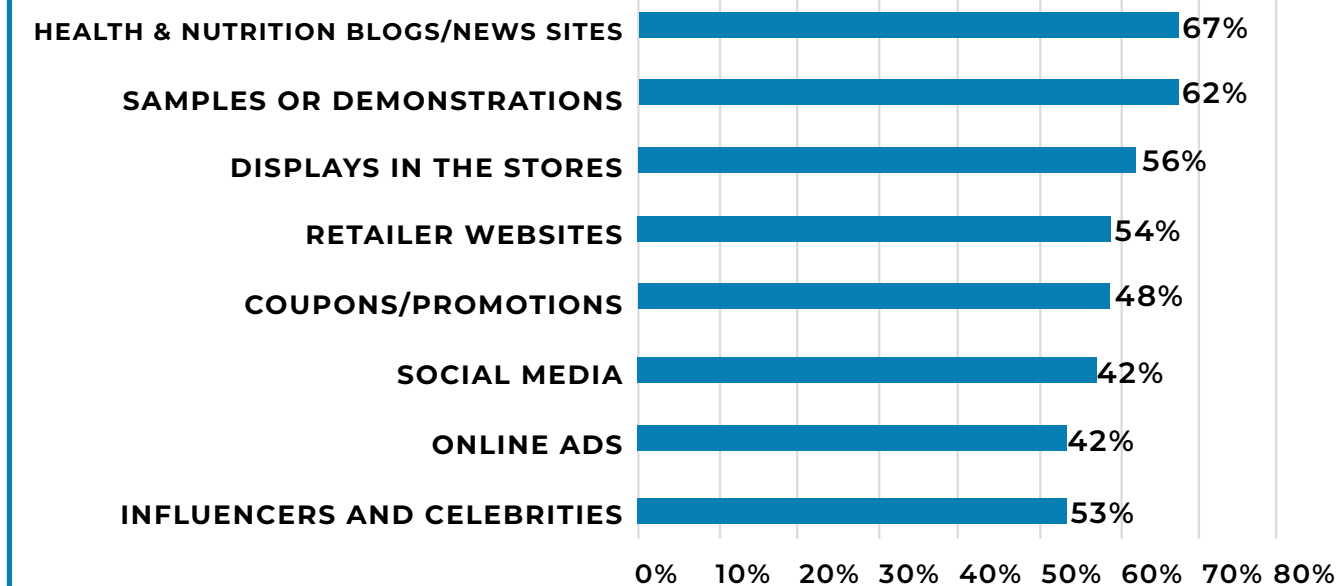
They also tend to trust clinical studies and information from health and nutrition sites. Brands may also benefit from using multiple touchpoints in online media and in-store placements to reinforce brand messaging. Supplement consumers said they tend to trust samples or demonstrations, retailer websites, and in-store displays for information on dietary supplements.

### WHEN IT COMES TO MY PERSONAL NUTRITION, I TRUST THE RECOMMENDATIONS \_\_\_\_\_.



\*percentage equals combined top two boxes: Somewhat or Strongly Agree

### IN GENERAL, I TRUST \_\_\_\_\_ AS A SOURCE OF INFORMATION ABOUT DIETARY SUPPLEMENTS.

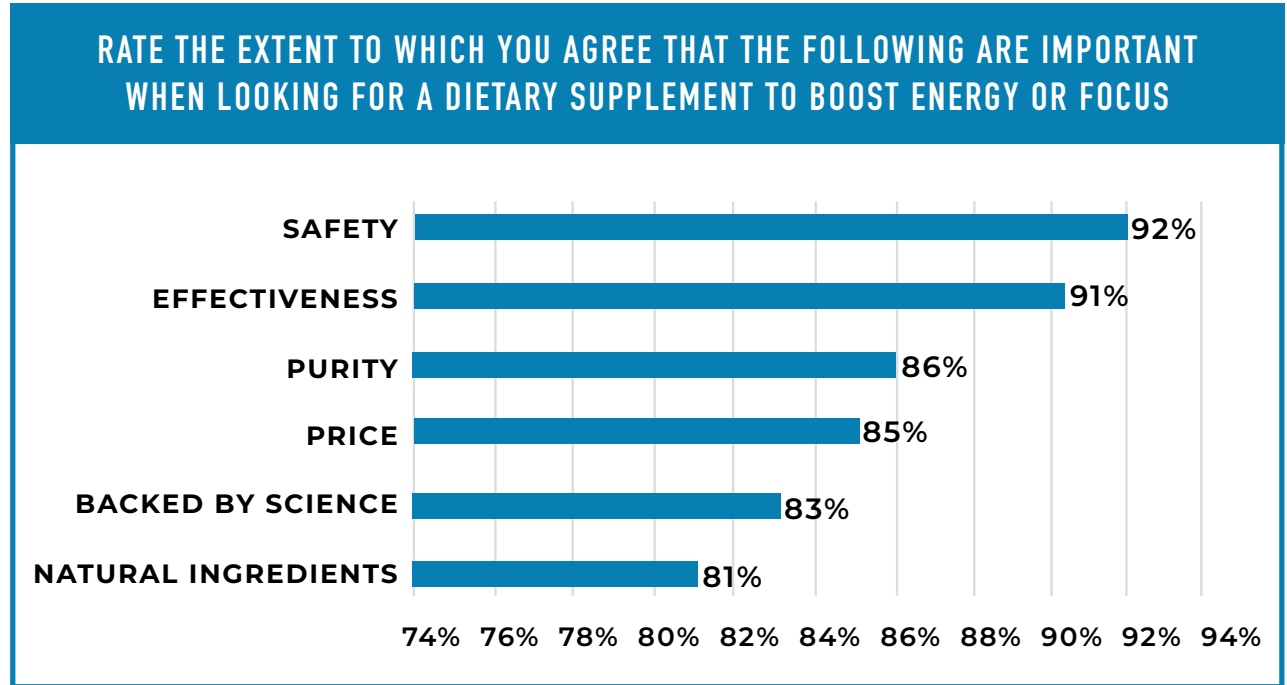


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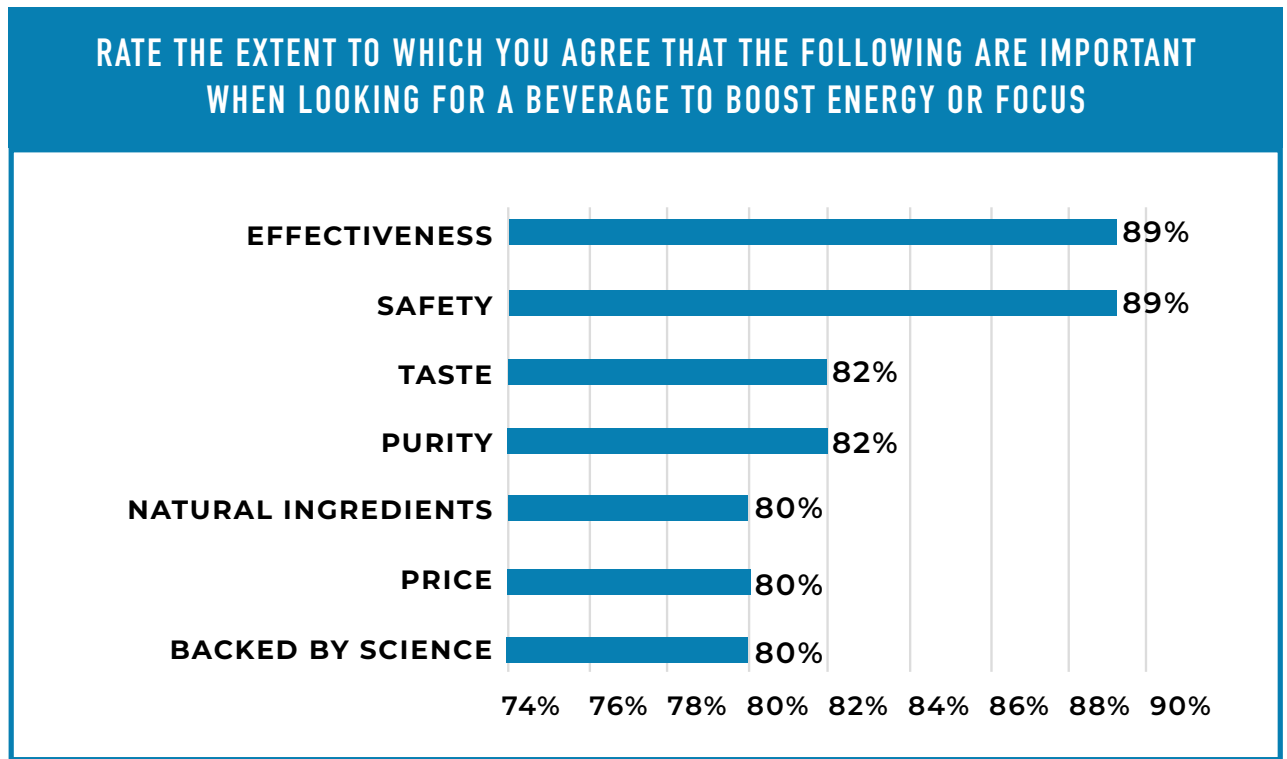
## APPLICATION INSIGHTS

Safety and effectiveness are critical attributes for brands to communicate about energy applications. Brands will benefit from formulating with familiar ingredients that are backed by science.

The survey data indicate room in the market for energy-boosting product innovation. Only 67% of supplement consumers said they are satisfied with the current energy drinks on the market. And though 69% said they are likely to purchase energy supplements in the next three months, a significant gap remains, representing unrealized market share for manufacturers.



\*percentage equals combined top two boxes: Somewhat or Very Important



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## A Clinically Tested Ingredient For Cognitive Health

The logo for Cognizin, featuring the word "Cognizin" in a white, sans-serif font with a registered trademark symbol. Above the 'i' and 'z' are three small red dots.

A brain-boosting application's brand narrative is grounded in its formulation. For supplement consumers, who are already regularly seeking information about functional ingredients, "science on the label" helps to motivate trust and purchase consideration. Messaging about key ingredients can also help overcome expectations of jitteriness and an eventual energy crash.

Cognizin<sup>®</sup> citicoline is a clinically tested ingredient for mental energy that works differently than caffeine and other stimulants and brain health ingredients. Citicoline is a naturally occurring nootropic that increases the production of phosphatidylcholine, a compound essential to healthy brain function and metabolism to support attention, memory, and focus.\*

Kyowa's patented fermentation process ensures that Cognizin<sup>®</sup> citicoline contains no food additives, artificial flavors, or preservatives. Its neutral taste, solubility in water, and heat stability means it easily integrates into most beverage formulations and production processes.

Used in more than 200 energy supplement and beverage applications, Cognizin<sup>®</sup> is 100% vegetarian and allergen-free.

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**Interested learning more about how Cognizin<sup>®</sup> fits into your formulations for focus and energy? Visit our [website](#) to find out more.**

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.