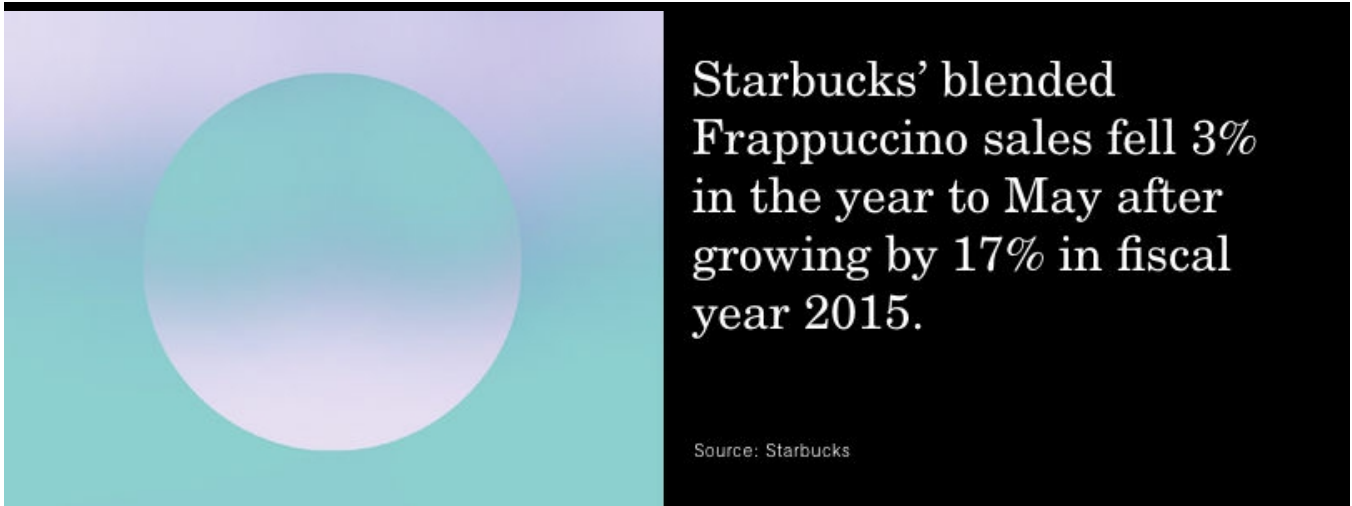


STAT: STARBUCKS HIT BY WELLNESS SURGE

By Livvy Houghton

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As consumers become increasingly aware of the negative health impact of high-sugar and caffeinated drinks, they are opting for health-orientated alternatives – a shift that has led to a decline in sales of **Starbucks'** signature iced drink.

According to the company, the entire Frappuccino drinks category – which includes drinks made with flavoured syrups and optional cream toppings – is in decline. 'What we're seeing is consumers shifting to healthier, better-for-you beverages', says Kevin Johnson, president, CEO and director at Starbucks Corp.

The coffee giant is working to separate sugar from flavour to provide drinks that meet the changing tastes of consumers who still want flavour from their healthier choices. In addition, the company has acknowledged the trend towards plant-based drinks and proteins, and is considering how to implement such dietary choices into its offerings.

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