

# Nutritional and Performance Drinks - US - January 2014

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“Functional claims are expanding across food and drink categories, as brands seek to differentiate themselves from the competition. The nutritional and performance drinks market should promote the fact that its products are engineered specifically for the functionality they promote, unlike other products for which claims such as protein delivery and hydration, are secondary.”  
– Beth Bloom, Food and Drink Analyst

## This report looks at the following areas:

- How can companies better expand their consumer base?
- How can the category compete with increasing functional offerings across food and drink categories?
- What role does protein play in consumer beverage decisions?

The nutritional and performance drink market has experienced strong growth from 2008 to 2013, driven by success in all three segments: sports drinks, nutritional drinks, and protein drinks. The category grew 48% during the period to reach \$12.3 billion.

Sales of the leading segments, sports drinks and nutritional drinks (which include meal replacement drinks), grew by 30% and 38%, respectively from 2008-13, while the smaller protein drinks segment grew by 333%. Continued interest in health and nutrition, and particularly in protein, will help drive strong growth in the category through 2018. However, increasing competition from other nutritional products and hydration aids will require category players to continue to develop products that address consumers' evolving needs, and to develop targeted products that meet the specific needs of consumer groups in order to expand market penetration.

## Among the topics covered in this report are:

- What is driving, or hindering, the nutritional and performance drink market?
- What is the current market size and future projections?
- What types of nutritional and performance drinks are most successful with consumers and why?
- How are retailers innovating with nutritional and performance drinks to better address consumer needs?
- What factors influence consumer behavior and what matters most to consumers?

This report builds on the analysis presented in Mintel's *Nutritional Food and Drink – US, January 2013* and *Performance Food and Drink – US, January 2013*, as well as the *Sports Drinks – US, September 2013*.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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