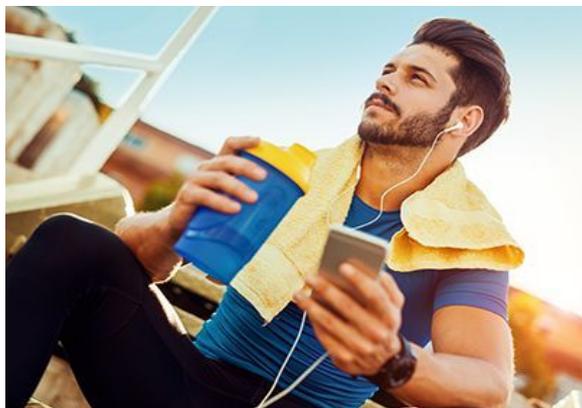


Nutrition and Performance Drinks - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"Mintel forecasts the nutritional and performance drink category to continue modest growth into 2021. While the category benefits from consumers' focus on a healthy lifestyle, a wide array of food and drink categories are stepping up the pressure by adding similar functional and health elements."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Competition intensifies in functional, high protein food and drinks
- Hectic lifestyles may play role in consumers' lack of weight control, healthy diet
- Baby Boomers aging and packing on the pounds
- False function a concern for consumers

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