Sports and Energy Drinks - UK - August 2017

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"Consumers show real interest in fortified water products that offer sports and energy benefits, and in health drinks from brands already active in these markets. This suggests areas for operators to explore in order to build relevance among a wider audience, and as well as offering opportunities in the post-soft drinks levy environment."
– Kiti Soininen, Category Director – UK Food & Drink

This report looks at the following areas:

- **Fortified water with sports and energy benefits would appeal**
- **Potential for sports drinks brands to move into "health drinks"**
- **Caffeine and sugar misperceptions hold back energy drinks**

2017 sees the value of the sports drinks market fall, with volumes having also fallen. The market remains under pressure from negative health perceptions, the lack of uptick in exercise and competition from the booming protein-based sports nutrition market.

Energy drinks, by contrast, have been one of the stars in a lacklustre soft drinks market. Falling real prices have supported this for much of the period. 2017 has seen mixed fortunes in the market, with low- or zero-sugar variants often among the winners.

Both categories have come under pressure from the scrutiny around sugar and lack strong connotations with mainstream need states. However, consumer interest in water offering sports and energy benefits and health drinks from brands in these markets suggests areas for operators to explore in order to build relevance among a wider audience.

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Table of Contents

Overview

What you need to know

Products covered in this Report

Executive Summary

The market

Sports drinks' decline continues in 2017

Figure 1: UK value sales of sports drinks, 2012-22

Energy drinks' growth slows further in 2017

Figure 2: UK value sales of energy drinks, 2012-22

Upcoming soft drinks industry levy sparks low-sugar NPD

No uptick in overall exercise

Income squeeze

Companies and brands

Lucozade Sport bucks downward trend in sports drinks

Lucozade and Monster helped by sugar-free NPD

Figure 3: UK retail value sales of leading brands in energy drinks, 2015/16 and 2016/17

L/N/R sugar claims continue to rise

"Water" drinks attract NPD

Adspend leaps ahead thanks to newcomer Carabao

Lucozade Energy enjoys the strongest brand image

The consumer

Sports and energy drinks usage is low and infrequent

Figure 4: Frequency of drinking sports and energy drinks, May 2017

Usage of light variants on a par with standard ones

Figure 5: Usage of sports and energy drinks, by type, May 2017

Sports and energy drinks are widely seen as more sugary than CSDs

Figure 6: Perceptions of sports and energy drinks' sugar content, May 2017

Fortified water offering sports and energy benefits would appeal

Figure 7: Attitudes and behaviours related to sports and energy drinks, May 2017

Sports and energy drinks are sought for the same needs

Figure 8: Functional benefits that would appeal in sports and energy drinks, May 2017

A widespread perception that you do not need energy drinks if you look after yourself

Figure 9: Attitudes towards sports and energy drinks, May 2017

Sports and energy drinks lack associations with mainstream activities

Figure 10: Activities associated with sports and energy drinks, May 2017

What we think

Issues and Insights

Fortified water with sports and energy benefits would appeal

The facts

The implications

Potential for sports drinks brands to move into "health drinks"

The facts

The implications

Caffeine and sugar misperceptions hold back energy drinks

The facts

The implications

The Market – What You Need to Know

Sports drinks' decline continues in 2017

Rising inflation to prop up value sales while volumes fall

Energy drinks' growth slows further in 2017

Outlook depends on market retaining users and addressing concerns

Upcoming soft drinks industry levy sparks low-sugar NPD

No uptick in overall exercise

Income squeeze

Market Segmentation and Forecast

Total market value set to grow by a fifth over the next five years

Figure 11: UK volume and value sales of sports and energy drinks, 2012-22

Figure 12: UK value sales of sports and energy drinks, 2012-22

Sports drinks' decline continues in 2017

Figure 13: UK volume and value sales of sports drinks, 2012-22

Rising inflation to prop up value sales while volumes fall

Figure 14: UK value sales of sports drinks, 2012-22

Energy drinks' growth slows further in 2017

Figure 15: UK volume and value sales of energy drinks, 2012-22

Outlook depends on market retaining users and addressing concerns

Figure 16: UK value sales of energy drinks, 2012-22

Forecast methodology

Market Drivers

Upcoming soft drinks industry levy sparks low-sugar NPD

Soft drinks sugar levy due in 2018

Announcement fuels uptick in low-sugar NPD

Sugar is consumers' top health foe

Income squeeze

Ageing population

Figure 17: Change in UK population by age group, 2012-17 and 2017-22

No uptick in overall exercise

Negative publicity around energy drinks

Research suggests mixing energy drinks with alcohol fuels risky behaviour

Calls for ban on sale to under-16s

Companies and Brands – What You Need to Know

Lucozade Sport bucks downward trend in sports drinks

Lucozade and Monster helped by sugar-free NPD

L/N/R sugar claims continue to rise

"Water" drinks attract NPD

Adspend leaps ahead thanks to newcomer Carabao

Market Share

Lucozade Sport bucks downward trend in sports drinks

Figure 18: UK retail sales of leading brands in sports drinks, by value and volume, 2015/16 and 2016/17

Three brands dominate energy drinks

Lucozade remains the top player, helped by sugar-free NPD

Red Bull retains second position

Zero-sugar Ultra range supports Monster's impressive growth

Figure 19: UK retail sales of leading brands in energy drinks, by value and volume, 2015/16 and 2016/17

Launch Activity and Innovation

Energy drinks continue to dominate NPD

Figure 20: Share of new product launches within the UK sports and energy drinks market by sub-category, 2013-17

Lucozade Sport redesigns packaging and moves into water

Packaging redesign aims to support brand repositioning

Lucozade Sport launches Fitwater to win over new users

Lucozade Energy extends Zero and cuts sugar in core range

Red Bull promotes its event tie-ups on pack

Rockstar extends its zero-sugar offering with Revolt sub-brand

Monster launches a non-carbonated variant and highlights tie-ups

L/N/R sugar claims continue to rise

Figure 21: New product launches in the UK sports and energy drinks market, by claim, 2013-17*

"Water" drinks target sugar concerns

No additives or preservatives claims pick up in first half of 2017

Advertising and Marketing Activity

Red Bull and Lucozade dominate spending

Figure 22: Total above-the-line, online display and direct mail advertising expenditure on sports and energy drinks by the leading operators, 2013-17

Carabao supports its market entry with high spend

Lucozade Sport looks to reposition with Made to Move campaign

Interactive push looks to encourage exercise

Lucozade Energy continues with Find Your Flow proposition

Red Bull targets Christmas rush

Monster partners with Lewis Hamilton for new variant

Rockstar teams up with Baywatch movie

Nielsen Ad Intel coverage

Brand Research

What you need to know

Brand map

Figure 23: Attitudes towards and usage of selected brands, June 2017

Key brand metrics

Figure 24: Key metrics for selected brands, June 2017

Lucozade brands lead on trust

Figure 25: Attitudes, by brand, June 2017

Red Bull stands out as vibrant and fun

Figure 26: Brand personality – Macro image, June 2017

Lucozade brands enjoy strongest image as refreshing

Figure 27: Brand personality – Micro image, June 2017

Brand analysis

Lucozade Energy excels on high quality and reputation

Figure 28: User profile of Lucozade Energy, June 2017

Lucozade Sport shares a similar image to Lucozade Energy

Figure 29: User profile of Lucozade Sport, June 2017

Monster is a divisive brand

Figure 30: User profile of Monster, June 2017

Red Bull is fun and vibrant

Figure 31: User profile of Red Bull, June 2017

Rockstar struggles with awareness

Figure 32: User profile of Rockstar, June 2017

The Consumer – What You Need to Know

Sports and energy drinks usage is low and rare

Usage peaks among young men and urban dwellers

Usage of light variants on a par with standard ones

Sports and energy drinks are widely seen as more sugary than CSDs

Fortified water offering sports and energy benefits would appeal

Sports and energy drinks are sought for the same needs

40% think that energy drinks are not needed if you look after yourself

Caffeine is a source of concern

Sports and energy drinks lack associations with mainstream activities

Sport and Energy Drinks Usage

Sports and energy drinks usage is low and rare
Figure 33: Frequency of drinking sports and energy drinks, May 2017

Usage peaks among young men and urbanites

Sports drinks uptake echoes sports participation

Energy drinks most popular among groups pressed for time

The surprising usage patterns – Women and household finances

Types of Sports and Energy Drinks Used

Usage of light variants on a par with standard ones

A strong case for retaining sugary variants
Figure 34: Usage of sports and energy drinks, by type, May 2017

Light sports drinks are most popular with frequent users

Perceptions of Sports and Energy Drinks' Sugar Content

Sports and energy drinks are widely seen as more sugary than CSDs
Figure 35: Sugar content of leading sports and energy drinks and CSDs, August 2017

Misconceptions are rife among users
Figure 36: Perceptions of sports and energy drinks' sugar content, May 2017

Case for more visibility of sugar content on-pack

Attitudes and Behaviours Related to Sports and Energy Drinks

Fortified water offering sports and energy benefits would appeal

A wide array of products embrace the "functional water" label

High interest in sports and energy waters, but sparse availability

Water products look well-placed to appeal beyond core users
Figure 37: Attitudes and behaviours related to sports and energy drinks, May 2017

High interest in health drinks from sports and energy drink brands

Caffeine claims veto boosts need for fortification

Health drink positioning welcomed by most sports and energy drink users

High demand for energy drinks with no artificial ingredients

Functional Benefits that Appeal in Sports and Energy Drinks

Sports and energy drinks are sought for the same needs

Hydration and tiredness take the lead

Tiredness and stress are the nation's top health concerns
Figure 38: Functional benefits that would appeal in sports and energy drinks, May 2017

Support for immune system ties with mental and exercise performance among users
Figure 39: Functional benefits that would appeal in sports and energy drinks, among current users, May 2017

Attitudes towards Sports and Energy Drinks

Energy drinks are associated with not looking after oneself

Challenge remains to drive associations with everyday peak performance
Figure 40: Attitudes towards sports and energy drinks, May 2017

Caffeine is a source of concern

Most energy drinks undercut EFSA limit for safe caffeine dose

Half of energy drink users worry about caffeine intake

Low trust in the efficacy and healthiness of sports drinks

Only a third of users see sports drinks as healthy

Half of users think sports drinks help you get the most out of exercise

Activities Associated with Sports and Energy Drinks

Sports and energy drinks lack associations with mainstream activities

Both drinks' main association are with extreme and endurance sport

Links with mainstream activities are needed to build wider relevance
Figure 41: Activities associated with sports and energy drinks, May 2017

Users see greater differentiation between products

Energy drinks enjoy stronger everyday associations among users

Sports drinks retain a strong all-round image even among users
Figure 42: Activities associated with sports and energy drinks, by users, May 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Total
Figure 43: UK volume sales of sports and energy drinks, 2012-22

Figure 44: Best- and worst-case forecast of UK value sales of sports and energy drinks, 2017-22

Figure 45: Best- and worst-case forecast of UK volume sales of sports and energy drinks, 2017-22

Sports drinks
Figure 46: UK volume sales of sports drinks, 2012-22

Figure 47: Best- and worst-case forecast of UK value sales of sports drinks, 2017-22

Figure 48: Best- and worst-case forecast of UK volume sales of sports drinks, 2017-22

Energy drinks
Figure 49: UK volume sales of energy drinks, 2012-22

Figure 50: Best- and worst-case forecast of UK value sales of energy drinks, 2017-22

Figure 51: Best- and worst-case forecast of UK volume sales of energy drinks, 2017-22

Forecast methodology

Appendix – Market Share

Figure 52: UK retail sales of leading manufacturers in sports drinks, by value and volume, 2015/16 and 2016/17

Figure 53: UK retail sales of leading manufacturers in energy drinks, by value and volume, 2015/16 and 2016/17