

Sports and Energy Drinks - UK - August 2012

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“With around three in ten consumers sceptical that sports and energy drinks ‘do what they claim’ the market should take inspiration from the cosmetics industry in terms of proving the science behind the functional claims, helping to justify the category’s position as a more expensive product and alleviate any concerns about efficacy.”

– Amy Price, Senior Food and Drink Analyst

In this report we answer the key questions:

- What are the main barriers to consumption of sports and energy drinks?
- How can the category compete with other soft drinks?
- How can NPD attract the health-conscious consumer?
- How can flavour innovation re-invigorate the market?
- How competitive is the market?

The sports and energy drinks market has benefited from its position as a ‘lifestyle aid’, and the added value offered by its functionality, proving to be recession-resistant and experiencing volume and value sales growth of more than 60% over the 2007-12 period. Strong growth is expected to continue over the next five years.

This report focuses on RTD (ready-to-drink) sports and energy drinks through both the retail and on-premise channels.

Sports drinks claim, through scientific analysis, to improve sporting performance or to speed recovery. Most of these drinks are labelled isotonic/hypotonic and are aimed to rehydrate and replenish nutrients after exercise. Examples include Lucozade Sport, Powerade and Gatorade.

Energy drinks are drinks that specifically claim to provide an energy or stimulant boost, supporting mental alertness and/or physical performance. These generally include active ingredients such as glucose, caffeine and taurine, as well as other ingredients positioned as beneficial to health, such as ginseng and various vitamins and minerals. The market now divides itself into two distinct categories:

- Energy drinks provide physical energy through glucose or a range of sugars, as in Lucozade Original Energy, and are often referred to as ‘refreshment energy’ drinks.

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