

Sports and Energy Drinks - UK - August 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"After a period of robust growth, sales in the sports and energy market lost momentum in 2014. While energy drinks are doing well, this has been offset by the poor performance of the sports drinks segment. The energy drinks segment makes up the vast majority of the market."

- Aimee Townshend, Research Analyst

This report looks at the following areas:

- Alternatives to refined sugar offer route for operators to address health concerns
- Artificial ingredients remain a key barrier to use of sports drinks
- Lower caffeine energy drinks could diminish worries over caffeine intake

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

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

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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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