

Energy and Sports Drinks - Canada - August 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Brands in this market may need to employ strategies that convince users of the safety and benefits of their beverages. Energy/sports drink brands may find great potential in offering products with all-natural ingredients with the largest share of consumers showing interest in such beverages.”

– Andrew Zmijak, Consumer Behaviour and Social Media Analyst

This report looks at the following areas:

- Changing negative perceptions of energy drinks
- Reaching the Disengaged consumer
- Increasing the use of natural ingredients in energy and sports drinks

This report covers the drivers of the energy drinks, sports drinks, concentrated water enhancers and energy shots market in Canada and contains consumer data relating to usage, occasions for usage, interest in new or emerging energy and sports drink concepts, attitudes towards energy and sports drinks and lifestyle statements.

For the purpose of this report, Mintel has used the following definitions:

Energy drinks – Beverages that specifically claim to provide an energy or stimulation boost. These products also have a marketing position that stresses energy. Many generally include ingredients such as glucose, caffeine, taurine, ginseng and various vitamins and minerals. The analysis includes brands that are labelled as either beverages or dietary supplements.

Energy shots – Concentrated, energy-boosting drinks that often contain caffeine and B Vitamins. These products are usually available in 2-3oz bottles or cans. Many energy shots are categorised as dietary supplements, rather than beverages.

Sports drinks – A formulation of carbohydrates and sodium that help restore the essential fluids and minerals the body loses during physical activity/exercise. Most products in the category contain approximately 4-8% carbohydrates, as well as sodium salts.

Concentrated water enhancer – Typically available in 2-3" squeeze bottles, these small, portable containers of concentrated liquid flavour are designed to be mixed into plain water a few drops at a time. The water enhancers add sweetness, flavour, colour and are available with added vitamins, minerals and electrolytes.

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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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Disengaged (26%)

The Overly Cautious (24%)

Energy Drink Enthusiasts (20%)

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