

Nutritional and Performance Drinks - US - April 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

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"Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals."

- Beth Bloom, Food & Drink Analyst

This report looks at the following areas:

- More than a third of consumers are too busy to take care of themselves
- Competing categories make a play for functional delivery
- Weight loss drinks stall

Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals. However, food and drink products across the board have caught on to the value of functional positioning (inc hydration, protein delivery, energy boosting), and challenge nutritional and performance drinks at their own game. Mintel forecasts growth will continue, but at a slower pace. Proving efficacy and staying relevant as health trends change will be key in retaining patronage.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

More than a third of consumers are too busy to take care of themselves

Figure 1: Lifestyle statements: Attitudes/opinions toward diet/health – Agree, February 2015

Competing categories make a play for functional delivery

Figure 2: Functional claims in select beverage category launches, March 2015-February 2016

Weight loss drinks stall

Figure 3: Share of total US retail sales of nutritional and performance drinks, by segment, 2010 and 2015 (est)

The opportunities

Help consumers help themselves

Figure 4: Opinions toward nutritional and performance drinks – Agree, February 2015

Double down on expertise

Figure 5: Opinions toward nutritional and performance drinks – Agree, February 2015

Offer more not less

Figure 6: Purchase factors, February 2015

What it means

The Market - What You Need to Know

Dollar sales of nutritional and performance drinks continue moderate growth

Sports drinks lose a little dominance, growth of nutritional/performance drinks points to importance of function

Competing categories make a play for functional deliveries

Obesity rates indicate consumers need help making healthy choices

Nutritional and performance drinks can offer a helping hand

Market Size and Forecast

Nutritional and performance drinks continue moderate growth

Figure 7: Total US retail sales and forecast of nutritional and performance drinks, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of nutritional and performance drinks, at current prices, 2010-20

Figure 9: Total US retail sales and forecast of nutritional and performance drinks, at inflation-adjusted prices, 2010-20

Market Breakdown

Sports drinks retain domination, but nutritional and performance drinks gain share

Figure 10: Share of total US retail sales of nutritional and performance drinks, by segment, 2010 and 2015 (est)

Weight loss drinks stall, all other segments thrive

Figure 11: Total US retail sales and forecast of nutritional and performance drinks, by segment, at current prices, 2010-20

Largest share of category sales comes through "other" channels

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Figure 12: Share of US sales of nutritional and performance drinks, by retail channel, 2015 (est)

Market Perspective

Other beverages make a play for functional deliveries

Figure 13: Functional claims in select beverage category launches, March 2015-February 2016

Juices claim hydration

Waters promote recovery

Energy drinks/coffee/tea emphasize increased energy/physical performance

Market Factors

More than a third of consumers are too busy to take care of themselves

Figure 14: Lifestyle statements: Attitudes/opinions toward diet/health -- Agree, February 2015

Only half of respondents are at a healthy weight

Figure 15: BMI calculation, February 2015

Figure 16: Trends in obesity prevalence among adults aged 20 and over (age-adjusted) and youth aged 2-19 years: US, 1999-2000 through 2013-14

Three quarters of respondents prioritize healthy food choices

Figure 17: Attitudes toward dietary health – Agree, February 2015

Shift in diet patterns put the focus on healthy eating

Figure 18: Methods and tools currently used for dieting, July 2015

Figure 19: Attitudes toward dietary health – Agree, by generation, February 2015

Figure 20: Attitudes toward dietary health – Agree, by hh income, February 2015

61% of consumers typically have a fitness goal they are working toward

Figure 21: Attitudes toward physical activity – Agree, February 2015

Figure 22: Attitudes toward physical activity – Agree, by generation, February 2015

Figure 23: Attitudes toward physical activity – Agree, by hh income, February 2015

Two thirds of consumers like to following a plan to meet health/fitness goals

Figure 24: Attitudes toward diet and physical activity – Agree – General, February 2015

Figure 25: Attitudes toward diet and physical activity – Agree – General, by generation, February 2015

Figure 26: Attitudes toward diet and physical activity – Agree – General, by hh income, February 2015

Men have a generally higher opinion of their physical/dietary health

Figure 27: Attitudes toward diet and physical activity – Agree, by gender, February 2015

Three quarters of nutritional and performance drink buyers are willing to pay more for a nutritional benefit

Figure 28: Opinions toward nutritional and performance drinks – Agree, February 2015

Key Players – What You Need to Know

PepsiCo maintains the largest share of category sales at MULO

Nestlé posts big gains in the 52 weeks ending Jan. 24, 2016

Small brands gain ground

Diet-related claims fall among product launches

Reduction in protein claims across category segments

Manufacturer Sales of Nutritional and Performance Drinks

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PepsiCo maintains the largest share of category sales at MULO

Manufacturer sales of nutritional and performance drinks

Figure 29: Share of MULO sales of nutritional and performance drinks, 52 weeks ending Jan. 24, 2016

Nestlé posts big gains in the 52 weeks ending Jan. 24, 2016

Figure 30: MULO sales of nutritional and performance beverages, by leading companies, rolling 52 weeks 2015 and 2016

What's Working?

Small brands post big gains in sports drinks and beyond

Figure 31: MULO sales of sports drinks, by leading companies and brands, rolling 52 weeks 2015 and 2016

Nestlé nutritional drink brands show strong performance

Figure 32: MULO sales of nutritional drinks, by leading companies and brands, rolling 52 weeks 2015 and 2016

Atkins weight loss drinks grow 16%

Figure 33: MULO sales of weight-loss drinks, by leading companies and brands, rolling 52 weeks 2015 and 2016

Private label nutritional and weight loss drinking launches are on the rise

Figure 34: Weight loss drink launches, by branded/private label, 2012-16*

Figure 35: Nutritional drink launches, by branded/private label, 2012-16*

Figure 36: Opinions toward nutritional and performance drinks – Agree, February 2015

Figure 37: Opinions toward nutritional and performance drinks – Agree, by drink type, February 2015

Muscle Milk grows 15% in performance drinks

Figure 38: MULO sales of performance drinks, by leading companies and brands, rolling 52 weeks 2015 and 2016

Performance drinks getting more extreme

Figure 39: Performance drink launches, by leading claims, 2012-16*

What's Struggling?

Diet-related claims fall among sports drink launches

Figure 40: Sports drink launches, by select leading claims, 2012-16*

Protein claims are down among nutritional and weight loss drinks

Figure 41: Nutritional drink launches, by select leading claims, 2012-16*

Figure 42: Weight loss drink launches, by select leading claims, 2012-16*

What's Next?

A focus on efficacy

Figure 43: "Your Game is Our Lab," online video, March 2016

Keeping function relevant

Figure 44: Important factors to personal wellness, ranked first, October 2015

Figure 45: "Messi | Don't go Down," online video, February 2016

Figure 46: Sports & fitness participation, by select activities, 2011-15

What follows protein?

Figure 47: Natural supermarket sales of nutritional and performance drinks, by pre and probiotics, at current prices, rolling 52 weeks ending Feb. 23, 2014 and Feb. 21, 2016

Natural nutrition

Figure 48: Natural supermarket sales of nutritional and performance drinks*, by GMO ingredients, at current prices, rolling 52 weeks ending Feb. 23, 2014 and Feb. 21, 2016

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Figure 49: Natural supermarket sales of nutritional and performance drinks*, by organic ingredients, at current prices, rolling 52 weeks ending Feb. 23, 2014 and Feb. 21, 2016

Plant-based nutrition

Helping consumers help themselves

Figure 50: "The Powerade Workout Billboards," online video, April 2015

Strong opportunity for engagement online

Customized health

Gatorade expands into digital fitness

Snack focus

Drinks as just one aspect of a larger line

Figure 51: "It's Your Thing," :30 second TV commercial, February 2016

The Consumer – What You Need to Know

Nutritional drinks see largest participation

Men are significantly more likely to purchase drinks in the category

Millennials are a key target for all drink types

Snacking leads consumption occasion

Supermarkets/mass lead purchase locations

Nutritional and Performance Drink Purchase

A third of consumers purchase nutritional drinks

Figure 52: Drink purchase, February 2015

Figure 53: Nutritional drink purchase – Breakout, February 2015

Key driver analysis: Nutritional drinks

Figure 54: Key drivers of nutritional drinks and mixes*, February 2016

Men are significantly more likely to purchase performance and sports drinks

Figure 55: "Six Star Whey Protein Plus," online video, October 2015

Figure 56: Drink purchase, by gender, February 2015

Key driver analysis: Performance drink purchase

Figure 57: Key drivers of performance drinks and mixes, February 2016

Millennials are key target for all drink types

Figure 58: Drink purchase, by generation, February 2015

Drink purchase corresponds with household income

Figure 59: Drink purchase, by household income, February 2015

Hispanics are more likely than average to purchase drinks

Figure 60: Drink purchase, by Hispanic, February 2015

Consumption Occasion

Snacking leads consumption occasion

Figure 61: Consumption occasion, by drink type, February 2015

Figure 62: Opinions toward nutritional and performance drinks – Agree, February 2015

Most consumers drink products in the morning

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Figure 63: Consumption occasion – Daypart, by drink type, February 2015

Weight loss drinks lead for meal consumption

Figure 64: Consumption occasion – Meals, by drink type, February 2015

Exercise-based consumption is most likely to come pre-workout

Figure 65: "It's Recover Time," online video, March 2016

Figure 66: Consumption occasion – Exercise, by drink type, February 2015

Opinions Toward Nutritional and Performance Drinks

Drinks seen as helping with health habits

Figure 67: Opinions toward nutritional and performance drinks – Agree, February 2015

Figure 68: Opinions toward nutritional and performance drinks – Agree, February 2015

Perceived Functional Attributes

Nutritional and performance drinks share some perceptions

Figure 69: Correspondence Analysis – Drink attributes, February 2016

Figure 70: Drink attributes, February 2016

Specialization may yield better results than trying to be a catch all

Figure 71: Opinions toward nutritional and performance drinks – Agree, February 2015

Purchase Factors

Flavor/protein important in purchase decision

Figure 72: Purchase factors, February 2015

Flavor innovation could use a boost

Figure 73: Nutritional and performance drink launches, by leading flavors, 2016*

Drinks buyers view natural ingredients as effective

Figure 74: Opinions toward nutritional and performance drinks – Agree, February 2015

Sports drink buyers drawn to favorite flavors and a name brands

Protein appeals to performance drink buyers

Nutritional drinks buyers look for proven products with natural ingredients

Weight loss drink buyers look for new flavors

Figure 75: "Temptation Gets Licked with Special K® Protein Shakes," online video, February 2015

Figure 76: Purchase factors, by drink type, February 2015

Information Sources

Trusted brands go far in category, but opportunity exists for smaller players

Online channels provide opportunity for engagement

Figure 77: Information sources, February 2015

Trusted brands have a particular draw among sports drink buyers

On-pack information appeals to nutritional drink buyers

Atkins ads mix celebrity endorsement with non-celebrities

Figure 78: "#HappyWeight: Alyssa Milano + 3 Success Story Candidates," online video, January 2016

Attract attention through inspiration, engage with accessibility

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Figure 79: "Stephen Curry is Stronger Everyday," online video, February 2016

Figure 80: "Moving the game forward," online video, November 2015

Figure 81: Information sources, by drink type, February 2015

Purchase Location

Supermarkets/mass lead purchase locations, online channel strong

The category has the opportunity to nurture online sales

Figure 82: Purchase location, February 2015

Sports drink buyers are particularly drawn to supermarkets/mass

Club stores do well for nutritional/weight loss drinks

Performance drink buyers turn to online channels

Figure 83: Purchase location, by drink type, February 2015

General retailers can appeal for efficacy

Figure 84: Opinions toward nutritional and performance drinks – Agree, February 2015

Desired Amount of Protein

Largest percentage of consumers look for 13-20g of protein

Figure 85: Protein amount, by activity/outcome, February 2015

Preferred Sources of Protein

Nuts rule as a preferred sources of protein

Figure 86: Preferred sources of protein, February 2015

Figure 87: Desired source of protein, by drink type, February 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Methodology: Key Driver Analysis

Figure 88: Key drivers of performance drinks and mixes– key driver output, February 2016

Figure 89: Key drivers of nutritional drinks and mixes– key driver output, February 2016

Methodology: Correspondence Analysis

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 90: Total US retail sales and forecast of nutritional drinks, at current prices, 2010-20

Figure 91: Total US retail sales and forecast of nutritional drinks, at inflation-adjusted prices, 2010-20

Figure 92: Total US retail sales and forecast of performance drinks, at current prices, 2010-20

Figure 93: Total US retail sales and forecast of performance drinks, at inflation-adjusted prices, 2010-20

Figure 94: Total US retail sales and forecast of sports drinks, at current prices, 2010-20

Figure 95: Total US retail sales and forecast of sports drinks, at inflation-adjusted prices, 2010-20

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Figure 96: Total US retail sales and forecast of weight loss drinks, at current prices, 2010-20

Figure 97: Total US retail sales and forecast of weight loss drinks, at inflation-adjusted prices, 2010-20

Figure 98: US supermarket sales of nutritional and performance drinks, at current prices, 2010-15

Figure 99: US drug store sales of nutritional and performance drinks, at current prices, 2010-15

Figure 100: US sales of nutritional and performance drinks through other retail channels, at current prices, 2010-15

Appendix – Key Players

Figure 101: MULO sales of nutritional and performance beverages, by leading companies, rolling 52 weeks 2015 and 2016

Figure 102: Weight loss drink launches, by branded/private label, 2012-16*

Figure 103: Nutritional drink launches, by branded/private label, 2012-16*

Figure 104: Performance drink launches, by leading claims, 2012-16*

Figure 105: Nutritional drink launches, by leading claims, 2012-16*

Figure 106: Sports drink launches, by leading claims, 2012-16*

Figure 107: Weight loss drink launches, by leading claims, 2012-16*

Figure 108: Natural supermarket sales of nutritional and performance drinks*, by pre and probiotics, at current prices, rolling 52 weeks ending Feb. 23, 2014 and Feb. 21, 2016

Figure 109: Natural supermarket sales of nutritional and performance drinks*, by GMO ingredients, at current prices, rolling 52 weeks ending Feb. 23, 2014 and Feb. 21, 2016

Figure 110: Natural supermarket sales of nutritional and performance drinks*, by organic ingredients, at current prices, rolling 52 weeks ending Feb. 23, 2014 and Feb. 21, 2016

Figure 111: Sports drink launches, by leading flavors, 2012-16*

Figure 112: Weight loss drink launches, by leading flavors, 2012-16*

Figure 113: Performance drink launches, by leading flavors, 2012-16*

Figure 114: Nutritional drink launches, by leading flavors, 2012-16*

Figure 115: Natural supermarket sales of nutritional and performance drinks*, by presence of alternative sweetener, at current prices, rolling 52 weeks ending Feb. 23, 2014 and Feb. 21, 2016

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