

Nutritional and Performance Drinks - Canada - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Just under half of Canadians (45%) are buying nutritional and performance drinks/mixes. Purchasers are driven by an interest in increasing energy and rehydration."

- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- The majority of consumers do not drink these regularly
- Just over half of purchasers believe in ability to deliver on product claims
- Women's orientation towards exercise strays from main functional claims

While taste and flavours shake out as the top factors considered for purchase, protein content and functionality are also key factors owing to the fact that the category is strongly tied to functional benefits claims. Due to the fact that the category is claims based, brand and manufacturers must consider creative ways to reflect the interests of those outside the 'core' consumers (young men) and engage young women and older drinkers, as growing consumer interest in healthy living will support engagement with the category.

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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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Taste and flavour are top considerations
Opportunities exist to boost trust in claims overall

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