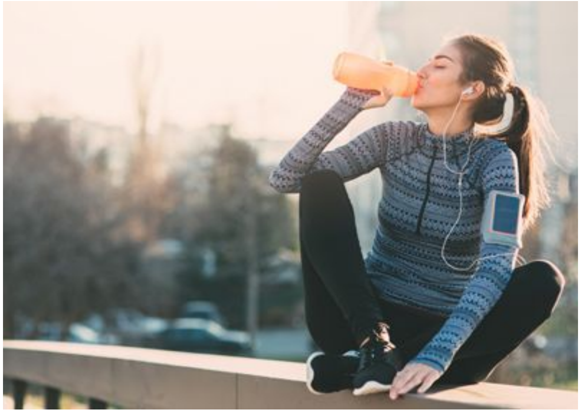
Nutrition and Performance Drinks - US - March 2018

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Sales of nutrition and performance drinks held steady in 2017. Consumer interest in health and in products that provide functional benefits spelled gains in recent years. A relatively positive economic climate has allowed consumers to spend more on drinks that promise added value."

- Beth Bloom, Associate Director - Food & Drink

This report looks at the following areas:

- **Dollar sales of nutrition and performance drinks slow**
- **Many consumers think products in the category are too high in sugar**
- **Few consumers think products in the category deliver on promised claims**

A slowdown is seen in 2017 due to competing categories getting into the functional space, sometimes with cleaner formulations, inherent function, and lower sugar totals. Nutrition and performance drinks will need to stake their claim as effective providers of functionality and develop cleaner formulations to appeal to consumers' pursuit of healthy eating.

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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