

Sports, Nutrition and Performance Drinks - US - March 2019

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This report looks at the following areas:

- Recovering sales slowed by...
- ...cross category competition
- ...bad taste for artificial
- Healthy aging solutions...no matter the age
- Diversify your protein source
- Overall wellness has most appeal
- Educated consumers demand transparency



MULO sales of sports, nutrition and performance drinks have steadily recovered. Increased competition from functional beverages in other categories, along with mounting distaste for artificial ingredients, are obstacles to major growth. Cleaner formulations, enhanced functionality, and choices for a variety of dietary lifestyles will help maintain brand loyalty.

- Karen Formanski, Health

and Wellness Analyst
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