

Nutrition Drinks - US - February 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Just under half of consumers live in households where nutrition, meal replacement or weight loss drinks are consumed, and sales are projected to steadily increase in years ahead. Products positioned as weight loss drinks garner the lowest sales and usage in the category, but adults are turning to these as tools in weight management and as a foundation for overall wellbeing."

- Karen Formanski, Health and Nutrition Analyst

This report looks at the following areas:

- Managing weight top user motivation, also most desired purchase driver
- More protein, less sugar
- Beverage categories getting blurrier
- People are limiting sugar, especially as they age

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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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