

March 2023

Nutrition Drinks - US

"The nutrition drinks market may be fighting outdated 'dieting' perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

Sports and Performance Drinks - US

"Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

February 2023

Still and Sparkling Waters - US

"Rising financial uncertainty has not dampened bottled water demand as bottled water remains a core household necessity among engaged category loyalists. Water's ultimate health halo, along with increased interest in small personal indulgences, signals new opportunities for premium, functional, sustainable packaged water products that offer consumers a taste of luxury ...

Energy Drinks - US

"Energy drinks remain a growing segment of the wider beverage industry, its growth attributed to core category loyalists as well as category newcomers attracted by BFY energy drinks. The energizing beverage landscape is rife with competitors, but energy drink brands can remain relevant by addressing consumers' interest in health while ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...