

Sports and Performance Drinks - US - February 2021

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“As Americans become increasingly engaged with a health and fitness mentality, the market will see a corresponding increase in diversity of users – and in turn, usage occasions. This will necessitate that innovations capture a broader range of health and wellness benefits.”
– **Karen Formanski, Health and Nutrition Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on Sports and Performance Drinks**
- **Recessionary spending impact on sports and performance drinks**
- **Consumption trends with sports and performance drinks**
- **Important ingredient formulation in sports and performance drinks**

Despite disruption to nearly all norms and routines in 2020, including sporting events and activities, sports and performance drinks consumption remained healthy, indicating that some wellness habits may die hard. The \$10.7 billion sports and performance drinks market maintained its steady growth with estimated 7.1% gains. Although many consumers engage in the category, its core audience is not surprisingly largely active and focused on occasional, avid exercisers or athletes. Yet, as more holistic wellbeing remains firmly top of mind and the fight for share of functional beverages get fierce, brands in the category will need to play offense to expand the user base and occasions by tapping into a broader range of health benefits and clean, natural ingredients.

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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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