

## Performance Food and Drink - US - January 2013

### Scope and Themes



*“Although a portion of active consumers are users of performance food and drink, a segment of exercisers abstain from the category for lack of need, preference for other foods, and concerns about product cost. Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other elements that make products effective; thus, necessary elements for athletes and exercisers. Additional opportunities exist for brands to broaden the appeal of performance food and drink products to casual exercisers and dieters, who likely would be drawn in by low-calorie, portion-controlled and/or energizing products.”*

– Jennifer Zegler, Beverage Analyst

### In this report we answer the key questions:

- **How can manufacturers increase usage among active consumers?**
- **Who should be considered as new audiences for performance products?**
- **What product formulations should be considered to grow the category?**

For many consumers, the concept of food and beverages formulated for specific benefits before, during, or after activity usage, which Mintel has categorized as performance foods and beverages, is an elusive, if not confusing, concept. PepsiCo brought the once-niche idea to the mainstream market in mid-2010 when it relaunched its Gatorade sports drink brand as the multifaceted G Series, which includes food and drinks made with specific formulations for each stage of physical activity. Since the relaunch, Gatorade has devoted much of its marketing to promoting the benefits of pre-, during-, and post-activity formulations.

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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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### Scope and Themes

Although a portion of active consumers already were dedicated users of sports drinks, protein beverages, sports nutrition supplements, and athletic bars, category sales have been increasing annually as more consumers discover the products and how they fit into their lifestyles. Despite forecasted growth through 2017, barriers exist to dramatic sales increases, including lack of interest in the products from active and inactive consumers alike. Performance food and beverage manufacturers stand to benefit from additional emphasis on education, retail availability, and reduced-calorie formulations. Furthermore, potential exists for manufacturers to position products as overall healthy lifestyle solutions similar to Slim-Fast and Special K in the nutrition food and drink category.

This report builds on the athletic bar analysis presented in Mintel's Nutrition and Energy Bars—U.S., February 2012 and previous reports on the same topic published in February 2011, March 2009, March 2007, and May 2005 as well as the segment coverage presented in Meal Replacement Food and Drink—U.S., June 2011. The report also incorporates the sports drink segment, which was previously covered in Sports Drinks—U.S., September 2012 as well as similar reports from February 2005 and July 2002.

The analysis also is complementary to Mintel's Nutritional Food and Drink—U.S., January 2013, which includes products that offer nutrition and convenience, and fill a specific need, such as providing added amounts of vitamins and/or minerals that are found in a regular diet as well as those that are needed to support special diets. The categories covered in the Nutritional Food and Drink report include health and nutrition bars, diet bars, ready-to-drink and powdered meal replacements.

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# Performance Food and Drink - US - January 2013

## Contents

### SCOPE AND THEMES

*What you need to know*

*Definition*

*Data sources*

Sales data

Consumer survey data

Advertising creative

*Abbreviations and terms*

Abbreviations

Terms

### EXECUTIVE SUMMARY

*Overview*

*The market*

Performance food and drink category sales slated to pump up through 2017

Figure 1: Total U.S. sales and fan chart forecast, performance food and drinks, at current prices, 2007-17

Sports drinks remain category's MVPs, but other segments shaping up

Figure 2: Sales of performance food and beverages, segmented by type, 2010 and 2012

*Market factors*

Teens should be targeted when young for usage that carries throughout life

Figure 3: Thirst quencher and sports/activity drinks consumed in the last 30 days, April 2011-June 2012

Exercise, diet main influencers of performance product usage

Figure 4: Exercise frequency, by diet, October 2012

Position performance products as healthy snacks to gain new consumers

Boost appeal among Baby Boomers, minority consumers to increase growth

*Retail channels*

Other retail channel dwarfs supermarket competition

Figure 5: U.S. sales of performance food and drink, by channel, at current prices, 2007-12

*Leading companies*

PepsiCo's Gatorade leads category, but Powerade gaining share

Figure 6: Market share of leading companies, by FDMx sales for 52 weeks ending Nov. 4, 2012

*The consumer*

Younger consumers drive performance food sales, led by energy bars

Figure 7: Personal consumption of performance food, by gender and age, October 2012

Performance beverages also dominate in popularity with younger consumers

Figure 8: Personal consumption of performance drinks, by men and women aged 18-54, October 2012

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# Performance Food and Drink - US - January 2013

## Contents

Taste, convenience outweigh product functionality for consumers

Figure 9: Reasons for personal consumption of performance food and drink, October 2012

Exercise, diet important for performance product users

Figure 10: Personal consumption of performance food and drink, by diet, October 2012

Nonusers of performance products also include health-conscious consumers

Figure 11: Reasons for not personally consuming performance food and drink, by fitness, October 2012

*What we think*

### **ISSUES IN THE MARKET**

*How can manufacturers increase usage among active consumers?*

*Who should be considered as new audiences for performance products?*

*What product formulations should be considered to grow the category?*

### **INSIGHTS AND OPPORTUNITIES**

*Energy an important opportunity for performance products*

*Education should be key as protein permeates beverage categories*

*Position products as lifestyle brands similar to nutrition products*

*Target retail placement to showcase products as healthy options*

### **TREND APPLICATIONS**

*Trend: Transumers*

*Trend: Minimize Me*

*2015 Trend: Brand Intervention*

### **MARKET SIZE AND FORECAST**

*Key points*

*Brands struggle to connect following retail expansion in 2010-11*

*Performance products forecast to grow modestly through 2017*

*Sales and forecast of performance food and beverages*

Figure 12: Total U.S. retail sales and forecast of performance food and drinks, at current prices, 2007-17

Figure 13: Total U.S. retail sales and forecast, performance products, at inflation-adjusted prices, 2007-17

*Fan chart forecast*

Figure 14: Total U.S. sales and fan chart forecast, performance food and drinks, at current prices, 2007-17

### **MARKET DRIVERS**

*Key points*

*Early targeting of teens aims for lifelong brand relationships*

Figure 15: U.S. participation in high school athletic programs, by gender, 2000-12

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# Performance Food and Drink - US - January 2013

## Contents

Figure 16: Thirst quencher and sports/activity drinks, April 2007-June 2012

Figure 17: Thirst quencher and sports/activity drinks consumed in the last 30 days, April 2007-June 2012

Figure 18: Packages of energy/diet snacks consumed in last 30 days, by gender, April 2011-June 2012

*Consumers watching their weight more apt to report exercise*

Figure 19: Exercise frequency, by diet, October 2012

*Fitness a focus for many adults, although competition still fuels some*

Figure 20: Collegiate athletic participation, by gender, 2002-11

Figure 21: Participation in selected sports, 2001-11

*Prevalence of snacking grows opportunities regardless of activity*

*Capitalize on popularity among growing population segments*

Figure 22: Population by generation, 2011

Figure 23: Population by race and Hispanic origin, 2008, 2013, and 2018

### **COMPETITIVE CONTEXT**

*Nutritional products cross over into performance functionalities*

Figure 24: Reasons for personally using nutritional food and drink, October 2012

*Lower-calorie, natural options focus for some active consumers*

*Energy a popular functionality for performance users*

### **SEGMENT PERFORMANCE**

*Key points*

*Sports drinks stay on top, but other segments gain small share points*

*Sales, by performance food and drink segment*

Figure 25: Sales of performance food and beverages, segmented by type, 2010 and 2012

### **SEGMENT PERFORMANCE - SPORTS DRINKS**

*Key points*

*Reduced-calorie sports drinks dominate segment growth*

*Sales and forecast of sports drinks*

Figure 26: Sales and forecast of sports drinks, at current prices, 2007-17

### **SEGMENT PERFORMANCE - SPORTS NUTRITION SUPPLEMENTS**

*Key points*

*Retail expansion, education keys for forecasted supplement boom*

Figure 27: Walgreens sports nutrition ad

*Sales and forecast of sports nutrition supplements*

Figure 28: Sales and forecast of sports nutrition supplements, at current prices, 2007-17

*Men looking for beverages to serve as protein supplements*

Figure 29: Reasons for using liquid/powdered nutritional supplements or breakfasts, by gender, April

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# Performance Food and Drink - US - January 2013

## Contents

2011-June 2012

Figure 30: Brands of nutritional supplements or liquid breakfasts used, by gender, April 2011-June 2012

### **SEGMENT PERFORMANCE - ATHLETIC BARS**

*Key points*

*Annual growth slated to keep athletic bars on an uphill trajectory*

*Sales and forecast of athletic bars*

Figure 31: Sales and forecast of athletic bars, at current prices, 2007-17

*Multipacks connect with consumers who average five bars monthly*

Figure 32: Energy/diet snacks and bars, by gender, April 2011-June 2012

### **RETAIL CHANNELS**

*Key points*

*Supermarkets cannot match the muscle of the other retail channel*

*Sales of performance food and drink, by channel*

Figure 33: Sales of performance food and drink, by channel, at current prices, 2010-12

*Other retail channels struggle to duplicate 2009-11 sales lift*

Figure 34: U.S. sales of performance food and drink, in other retail channels, at current prices, 2007-12

*Supermarkets stay buoyant after 2010 boost in sales*

Figure 35: U.S. supermarket sales of performance food and drink, at current prices, 2007-12

### **RETAIL CHANNELS - CONSUMER ATTITUDES AND BEHAVIORS**

*Key points*

*Supermarkets, Walmart dominate performance product retailers*

Figure 36: Performance food purchase preferences, by retail channel, October 2012

*Variety of retailers gives no shortage of options for all incomes*

Figure 37: Performance food retail purchase preferences, by household income, October 2012

Figure 38: Performance drink retail purchase preferences, by household income, October 2012

*Athletic-focused products find appeal in specialty retailers*

*Vending presents an opportunity, especially for well-known brands*

### **LEADING COMPANIES**

*Key points*

*Sports drinks, led by PepsiCo's Gatorade, are category champs*

*Manufacturer sales of performance food and drink market*

Figure 39: FDMx sales of performance food and drink, by leading companies, rolling 52 weeks 2011-12

### **BRAND SHARE - SPORTS DRINKS**

*Key points*

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# Performance Food and Drink - US - January 2013

## Contents

*Gatorade continues to navigate category following G Series relaunch*

*Powerade banner increases sales between 2011-12*

*Manufacturer sales of sports drinks*

Figure 40: FDMx sales of sports drinks, by leading companies, rolling 52 weeks 2011 and 2012

### **BRAND SHARE - PROTEIN DRINKS**

*Key points*

*Muscle Milk leads protein drinks market*

*Pure Protein, Body Fortress brands fuel Carlyle Group's sales*

Figure 41: Pure Protein print ad

Figure 42: Body Fortress Whey Protein ad

*Abbott's EAS banner bridges gap between performance, nutrition*

Figure 43: EAS Lean 15 print ad

Figure 44: EAS Recovery Protein print ad

*Coca-Cola invests in Core Power high-protein milk shake*

*Manufacturer sales of protein drinks*

Figure 45: FDMx sales of protein drinks, by leading companies, rolling 52 weeks 2011 and 2012

### **BRAND SHARE - ATHLETIC BARS**

*Key points*

*PowerBar's portfolio keeps brand in top spot despite declines*

*CLIF BUILDER's bar, other products report growth*

*Manufacturer sales of athletic bars*

Figure 46: FDMx sales of athletic bars, by leading companies, rolling 52 weeks 2011 and 2012

### **INNOVATIONS AND INNOVATORS**

*Beverage mixes provide on-the-go ease for performance drinks*

*Packaging innovations bring fresh take to performance products*

*Natural product formulations target health-focused consumers*

*Products target specific users with specialized formulations, flavors*

### **MARKETING STRATEGIES**

*Overview of the brand landscape*

*Brand analysis: Gatorade*

Online initiatives

TV presence

Figure 47: Gatorade, television ad, 2012

Figure 48: Gatorade, television ad, 2012

Figure 49: Gatorade, television ad, 2012

Figure 50: Gatorade, television ad, 2012

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# Performance Food and Drink - US - January 2013

## Contents

### *Brand analysis: Muscle Milk*

Online initiatives

TV presence

Figure 51: CytoSport, television ad, 2012

Print and other

Figure 52: Muscle Milk print ad, December 2012

### *Brand analysis: BSN*

Online initiatives

Print and other

Figure 53: BSN Amino-X print Ad, December 2012

Figure 54: BSN N.O.-Xplode 2.0 Ad, December 2012

Figure 55: BSN CellMass 2.0 print Ad, December 2012

Figure 56: BSN Syntha-6 print Ad, December 2012

## **CONSUMER PREFERENCES FOR PERFORMANCE FOOD**

### *Key points*

*Energy bars most popular choice among performance food segments*

Figure 57: Household consumption of performance food, October 2012

*Mid-to-high-income households most common performance food buyers*

Figure 58: Household consumption of performance food, by household income, October 2012

*Diet, exercise important for some, but not all, performance food users*

Figure 59: Personal consumption of performance food, by fitness, October 2012

*Performance food connects with 18-34 year old consumers*

Figure 60: Personal consumption of performance food, by gender and age, October 2012

*Consumer preferences depend on performance food purpose*

Figure 61: Reasons for personal use of performance food, October 2012

## **CONSUMER PREFERENCES FOR PERFORMANCE DRINKS**

### *Key points*

*Households more likely to purchase sports drinks than energy foods*

Figure 62: Household consumption of performance drinks, October 2012

*Sports drinks have appeal across nearly all income levels*

Figure 63: Household consumption of performance drinks, by household income, October 2012

*Lower-income households consume a higher volume of sports drinks*

Figure 64: Thirst quencher and sports/activity drinks, by household income, April 2011-June 2012

*Performance drinks have particular appeal for exercisers*

Figure 65: Personal consumption of performance drinks, by fitness, October 2012

*Protein, other performance drinks popular with dieters*

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# Performance Food and Drink - US - January 2013

## Contents

Figure 66: Personal consumption of performance drinks, by diet, October 2012

*Young men most likely to consume performance drinks*

Figure 67: Personal consumption of performance drinks, by gender and age, October 2012

*Energy, fortification preferred in performance drinks*

Figure 68: Reasons for personal use of performance drinks, October 2012

### **CONSUMER ATTITUDES TOWARD PERFORMANCE PRODUCTS**

*Key points*

*Taste, convenience are lead influencers of consumption*

Figure 69: Reasons for personal consumption of performance food and drink, by age, October 2012

*Women pay attention to product attributes, men to athlete partnerships*

Figure 70: Attitudes on flavor and promotions of performance products, by gender and age, October 2012

*Young men buy into the functionality of performance products*

Figure 71: Attitudes and behaviors toward functionality of performance products, by gender and age, October 2012

*Fitness buffs, dieters look to performance products for varying purposes*

Figure 72: Reasons for personal consumption of performance food and drink, by fitness, October 2012

Figure 73: Reasons for personal consumption of performance food and drink, by diet, October 2012

*Cost to wallet, waistline keeps some consumers away from category*

Figure 74: Reasons for not personally consuming performance food and drink, by fitness, October 2012

Figure 75: Reasons for not personally consuming performance food and drink, by diet, October 2012

*Mature consumers likely to abstain from performance products*

Figure 76: Reasons for not personally consuming performance food and drink, by age, October 2012

### **IMPACT OF RACE AND HISPANIC ORIGIN**

*Key points*

*Sports drinks have particular appeal with Hispanic, black consumers*

Figure 77: Household consumption of performance drinks, by race/Hispanic origin, October 2012

Figure 78: Personal consumption of performance drinks, by race/Hispanic origin, October 2012

*Blacks, Asians, Hispanics report highest sports drink consumption*

Figure 79: Thirst quencher and sports/activity drinks, by race/Hispanic origin, April 2011-June 2012

*Asian, black, Hispanic consumers embrace performance food*

Figure 80: Household consumption of performance food, by race/Hispanic origin, October 2012

Figure 81: Personal consumption of performance food, by race/Hispanic origin, October 2012

*Non-white consumers shop around for performance products*

Figure 82: Performance food retail purchase preferences, by race/Hispanic origin, October 2012

Figure 83: Performance drink retail purchase preferences, by race/Hispanic origin, October 2012

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# Performance Food and Drink - US - January 2013

## Contents

*Taste connects with Hispanics, functionality with black consumers*

Figure 84: Reasons for personal performance product consumption, by race/Hispanic origin, October 2012

*Hispanics, blacks turn to performance products to fuel activity*

Figure 85: Attitudes and behaviors toward performance products, by race/Hispanic origin, October 2012

*Athlete endorsements most effective with Hispanics, blacks*

Figure 86: Attitudes toward athletes and performance products, by race/Hispanic origin, October 2012

### **CLUSTER ANALYSIS**

*Weight Conscious*

Demographics

Characteristics

Opportunity

*For the Health of It*

Demographics

Characteristics

Opportunity

*Fitness Buffs*

Demographics

Characteristics

Opportunity

*Thirst Quenchers*

Demographics

Characteristics

Opportunity

*Cluster characteristic tables*

Figure 87: Target clusters, October 2012

Figure 88: Target clusters, by diet, October 2012

Figure 89: Exercise frequency, by target clusters, October 2012

Figure 90: Household consumption of performance food, by target clusters, October 2012

Figure 91: Household consumption of performance drinks, by target clusters, October 2012

Figure 92: Performance food purchase preferences, by retail channel, by target clusters, October 2012

Figure 93: Performance food purchase preferences, by retail channel, by target clusters, October 2012

Figure 94: Reasons for purchasing performance products, by target clusters, October 2012

Figure 95: Reasons for personal performance food product consumption, by target clusters, October 2012

*Cluster demographic tables*

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# Performance Food and Drink - US - January 2013

## Contents

Figure 96: Target clusters, by demographic, October 2012

*Cluster methodology*

Figure 97: Attitudes and behaviors toward performance food and drink, by target clusters, October 2012

### **SYMPHONYIRI GROUP BUILDERS PANEL DATA**

*Key household purchase measures—Sports drinks*

*Overview of sports drinks*

*Consumer insights on key sports drink purchase measures*

*Brand map*

Figure 98: Brand map, buying rate of selected brands of sports drinks, by household penetration, 2012\*

*Brand leader characteristics*

*Key purchase measures*

Figure 99: Key purchase measures for top brands of sports drinks, by household penetration, 2012\*

### **APPENDIX - OTHER USEFUL CONSUMER TABLES**

*Retail preferences*

Figure 100: Consumption of performance food, by retail channel purchase preferences, October 2012

Figure 101: Consumption of performance food, by retail channel purchase preferences, October 2012

Figure 102: Consumption of performance food, by retail channel purchase preferences, October 2012

Figure 103: Consumption of performance drinks, by retail channel purchase preferences, October 2012

Figure 104: Consumption of performance drinks, by retail channel purchase preferences, October 2012

Figure 105: Consumption of performance drinks, by retail channel purchase preferences, October 2012

*Consumer preferences for performance food*

Figure 106: Personal consumption of performance food, by marital/relationship status, October 2012

Figure 107: Personal consumption of performance food, by children in household, October 2012

Figure 108: Personal consumption of performance food, by employment, October 2012

Figure 109: Personal consumption of performance food, by region, October 2012

*Consumer preference for performance drinks*

Figure 110: Personal consumption of performance drinks, by children in household, October 2012

Figure 111: Personal consumption of performance drinks, by region, October 2012

Figure 112: Thirst quencher and sports/activity drinks, by age, April 2011-June 2012

Figure 113: Thirst quencher and sports/activity drinks, by gender and age, April 2011-June 2012

Figure 114: Thirst quencher and sports/activity drinks, by race/Hispanic origin, April 2011-June 2012

*Consumer attitudes toward performance products*

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# Performance Food and Drink - US - January 2013

## Contents

Figure 115: Exercise frequency, by gender and age, October 2012

Figure 116: Reasons for purchasing performance products, by generation, October 2012

Figure 117: Reasons for purchasing performance products, by diet, October 2012

Figure 118: Reasons for purchasing performance products, by fitness, October 2012

### **APPENDIX - SYMPHONYIRI BUILDERS PANEL DATA DEFINITIONS**

*SymphonyIRI Consumer Network Metrics*

### **APPENDIX: TRADE ASSOCIATIONS**

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