

Nutrition Drinks - US - January 2021

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This report looks at the following areas:

- The impact of the COVID-19 pandemic on consumer behavior and the nutrition drinks market.
- Immune health connection supports nutrition drinks through uncertain times.
- Seniors and kids both offer expansion opportunity.
- Support old standbys with new innovations.



"The nutrition drinks market is well situated to weather the current economic storm, thanks to the association of products in this category with general wellness and immune system health during a health-crisis-driven recession."

- **Karen Formanski, Health and Nutrition Analyst**

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