

Sports and Performance Drinks - US - February 2021

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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.



“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

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **COVID-19: Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
- **Majority of adults take steps to remain active**
Figure 1: Fitness segmentation, November 2020
- **Category buoyed by focus on health and wellness**
Figure 2: Total US retail sales and fan chart forecast of sports and performance drinks, at current prices, 2015–25
- **Impact of COVID-19 on sports and performance drinks**
Figure 3: Short-, medium- and long-term impact of COVID-19 on sports and performance drinks, February 2021
- **Challenges and Opportunities**
- **Consumption frequency needs a boost**
Figure 4: Consumption frequency, November 2020
- **Brand loyalty only goes so far**
Figure 5: Product swaps, November 2020
- **Consumers ask for natural ingredients, but use remains low**
Figure 6: Attitudes toward natural sports and performance drinks, November 2020
- **Taste matters & health**
Figure 7: Purchase influencers, November 2020
- **Stack the functional benefits**
Figure 8: Attitudes toward sports and performance drinks – functionality and wellness, November 2020

THE MARKET – KEY TAKEAWAYS

- **Health and wellness trends support stable growth**
- **Legacy sports drinks gets pandemic boost**
- **The future is functional**
- **Multifunctional beverages can fuel body performance**
- **Cleaner labels can cast a wider net**

MARKET SIZE AND FORECAST

- **Broad health and wellness trends provide catalyst for steady growth**

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Figure 9: Total US retail sales and forecast of sports and performance drinks, at current prices, 2015–25

- **Impact of COVID-19 on sports and performance drinks**

Figure 10: Short-, medium- and long-term impact of COVID-19 on sports and performance drinks, February 2021

- **Lockdown**
- **Re-emergence**
- **Recovery**
- **COVID-19: US context**
- **Learnings from the last recession**

Figure 11: Total US sales and forecast of sports drinks, at current prices, 2007–2012

SEGMENT PERFORMANCE

- **Sports drinks dominates more than 80% of the market**

Figure 12: Total US market share of sports and performance drinks, by segment, 2020

- **Pandemic drives consumption frequency of popular sports drinks**

Figure 13: Total US retail sales of sports and performance drinks, by segment, at current prices, 2015–20

- **Majority shop “other” channels for sports and performance drinks**

Figure 14: Total US market share of sports and performance drinks, by channel, at current prices, 2020

Figure 15: Total US retail sales and forecast of sports and performance drinks, by channel, at current prices, 2015–20

MARKET FACTORS

- **Functional beverage space is crowded**

- **The fitness factor**

Figure 16: Fitness segmentation, November 2020

- **Consumers of all ages exercise**

Figure 17: Fitness segmentation, by age and gender, November 2020

- **Workouts occur at home**

Figure 18: Exercise location, by gender, November 2020

- **Create opportunity among aging population**

Figure 19: Population aged 18 or older, by age, 2015–25

- **Family households embrace sports/performance drinks**

Figure 20: Percent of households with children, 2009–19

- **Unemployment spikes and confidence wavers as a result of pandemic**

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Figure 21: Consumer confidence and unemployment, 2000 - October 2020

MARKET OPPORTUNITIES

- Blurred functional lines can create connections with value
- Nudge beyond sports drinks basic functionality with immunity
- Blur energy with sports/performance
- Gut check for performance brands

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Established brands must defend market share
- Other brands blow away category’s growth pace

MARKET SHARE

- Smaller producers challenge big brands’ market share

Figure 22: Multi-outlet sales of sports and performance drinks, by leading companies, rolling 52 weeks 2019 and 2020

- PepsiCo drives sports drink segment sales with growth of G-Zero

Figure 23: Multi-outlet sales of sports drinks, by leading companies, rolling 52 weeks 2019 and 2020

- Variety of players contribute to performance drinks segment

Figure 24: Multi-outlet sales of performance drinks, by leading companies, rolling 52 weeks 2019 and 2020

COMPETITIVE STRATEGIES

- BODYARMOR shifts strategy to include everyday exerciser

Figure 25: Multi-outlet sales of BODYARMOR sports drinks, rolling 52 weeks 2019 and 2020

- CELSIUS’ clean, functional ingredients backed by science

Figure 26: Multi-outlet sales of CELSIUS performance drinks, rolling 52 weeks 2019 and 2020

THE CONSUMER – KEY TAKEAWAYS

- Fitness focus drives frequency and category participation
- Traditional sports drinks have broadest appeal
- Workout drinks offer added value
- COVID-19 drives at-home consumption of sports drinks
- Great-tasting underscored with health attributes will influence purchase

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- Executive Summary
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- **Majority of users swap products for alternatives outside category**
- **Consumers want innovation to deliver flavors and health benefit**

SPORTS AND PERFORMANCE DRINKS CONSUMED

- **Traditional sports drinks are most popular**
Figure 27: Sports and performance drinks consumed, November 2020
Figure 28: Repertoire analysis – sports and performance drinks consumed, November 2020
- **Category engagement ties into fitness habits**
Figure 29: Repertoire analysis – sports and performance drinks consumed, by fitness segmentation, November 2020
- **Women under 45, and older consumers offer an opportunity**
Figure 30: Sports and performance drinks consumed, gender and age, November 2020
- **Families use all types of sports/performance drinks**
Figure 31: Sports and performance drinks consumed, by presence of children in HH, November 2020

CONSUMPTION FREQUENCY

- **Weekly consumption exceeds daily for most drink types**
Figure 32: Consumption frequency, November 2020
- **Work to sustain COVID-19 behavior shifts**
Figure 33: Shifts in consumption, November 2020
- **Athletes increase category engagement in the last year**
Figure 34: Shifts in consumption frequency, by fitness segmentation, November 2020

PURCHASE INFLUENCERS

- **Taste matters**
- **Nutrition claims important – focus on clean ingredients**
Figure 35: Purchase influencers, November 2020
- **Underscore flavor with healthy ingredients for maximum reach**
Figure 36: TURF analysis – importance of ingredient claims, November 2020
- **Young men may forego flavor for protein**
Figure 37: Purchase influencers, by age and gender, November 2020
- **Parents seek organic, clean beverages**
Figure 38: Purchase influencers, by presence of children in HH, November 2020

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Athletes prioritize organic, VMS and proteins**

Figure 39: Purchase influencers, by fitness segmentation, November 2020

PRODUCT SWAPS

- Majority of users swap products for alternatives outside category**

Figure 40: Product swaps, November 2020

- Brand loyalty is strong among athletes**

Figure 41: Product swaps, by fitness segmentation, November 2020

ATTITUDES TOWARD SPORTS AND PERFORMANCE DRINKS

- Consumers call for innovation that blurs lines**

Figure 42: Attitudes toward sports and performance drinks, November 2020

- Re-invented formats attract younger adults**

Figure 43: Attitudes toward sports and performance drinks, by age, November 2020

- Athletes may be wary regarding the efficacy of natural drinks**

Figure 44: Attitudes toward sports and performance drinks, by fitness segmentation, November 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources**
- Sales data**
- Forecast**
- Consumer survey data**
- Abbreviations and terms**
- Abbreviations**
- Terms**

APPENDIX – THE MARKET

Figure 45: Total US retail sales and forecast of sports and performance drinks, at inflation-adjusted prices, 2015–25

Figure 46: Total US retail sales of sports and performance drinks, by segment, at current prices, 2018 and 2020

Figure 47: Total US retail sales of sports and performance drinks, by segment, at current prices, 2015–25

Figure 48: Total US retail sales and forecast of sports drinks, at current prices, 2015–25

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 49: Total US retail sales and forecast of sports drinks, at inflation-adjusted prices, 2015-25

Figure 50: Multi-outlet sales of sports drinks, by value and volume, 2015-19

Figure 51: Total US retail sales and forecast of performance drinks at current prices, 2015-25

Figure 52: Total US retail sales and forecast of performance drinks, at inflation-adjusted prices, 2015-25

Figure 53: Multi-outlet sales of performance drinks, by value and volume, 2015-19

Figure 54: Total US retail sales of sports and performance drinks, by channel, at current prices, 2018 and 2020

Figure 55: US supermarket sales of sports and performance drinks, at current prices, 2015-20

Figure 56: US convenience store sales of sports and performance drinks, at current prices, 2015-20

Figure 57: US sales of sports and performance drinks through other retail channels, at current prices, 2015-20

Figure 58: Average household spending on sports and performance drinks, by segment, 2015-20

APPENDIX – THE CONSUMER

Figure 59: TURF analysis – importance of ingredient claims, November 2020

- **Methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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