



# Nutrition Drinks – US – 2022

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## This report looks at the following areas:

- Reasons for consuming nutrition drinks and nutrition drink occasions.
- Barriers to nutrition drink consumption.
- Claims important in nutrition drink choice and functional ingredients of interest.
- Desired protein and sugar totals sought in nutrition drinks.
- Nutrition drinks innovation of interest.

Nutrition drinks didn't see the strong immediate gains posted by other retail food and drink categories amid the pandemic, with the category's key selling point of convenience hamstrung during a time of increased at-home cooking and eating. However, as cooking fatigue set in, category offerings stepped in as needed solutions for adults and kids, resulting in an estimated 14% dollar sales gain in 2021. The category will benefit from the spotlight shone on health and nutrition in the wake of a global health crisis, with consumers looking for easy snacks and meals that deliver specific functional benefits, including immune support. The weight loss segment, which is vastly smaller and slower growing than the nutritional drinks segment, can find success in offering a clear solution for those looking to shed extra pounds gained during the pandemic.

The category continues to struggle with perceptions of being overly processed and sugar laden, and requires more direct shifts toward natural positioning and sugar reduction. The relatively young skewing consumer base is ripe for experimentation, including plant-based formulations and new formats that can keep shoppers engaged within a brand line.

While meal replacement is a key occasion for the category, brands must claim more ground in the snack space. The category is seen more as a supplement to health than a main source of nutrients, aligning nicely with snack occasions, which add boosts of nutrition and functionality throughout the day. Kid-focused options will be important for busy parents looking for healthy snack solutions for their children.



"The time is ripe for nutrition brands to shine. Two years into a pandemic, consumers are primed for solutions that will set them on the path to health. Leading into the pandemic, general functionality sufficed as a calling card."

– Amanda Topper – US  
Research Director

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- **Resonate with young adult consumers by aligning with lifestyle over health**

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