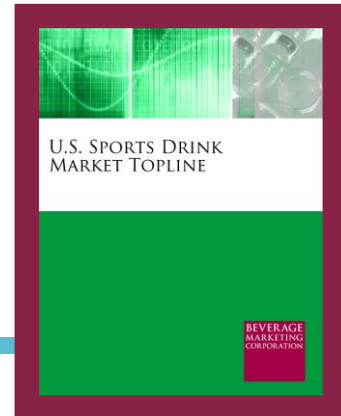


U.S. SPORTS DRINK MARKET TOPLINE

2023 EDITION (Published December 2023. Data through 2022, preliminary 2023 figures and forecasts through 2027.) More than 20 pages, with text analysis, graphs and charts.



The *U.S. Sports Drink Market Topline* report provides an overview of the sports drink category with key data and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the sports drink sector. Includes an executive summary of key trends including discussion of the impact of the coronavirus pandemic.

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HAVE QUESTIONS?

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THE ANSWERS YOU NEED

This topline report offers a concise summary of the overall market. Questions answered include:

- What has been the long-term trend in volume and wholesale dollar sales?
- How have sports beverages performed in the first half of 2023?
- What is the share breakdown of the market by region? How has this changed in the last 35+ years?
- What are the leading sports drink brands by share?
- What are the leading media for advertising expenditures?

THIS REPORT FEATURES

The *U.S. Sports Drink Market Topline* report contains key information and identifies important trends concerning the U.S. market. It features category volume, wholesale dollar sales and per capita consumption data, regional sales volume, leading brand market shares, and five-year projections.



U.S. SPORTS DRINK MARKET TOPLINE

**BEVERAGE
MARKETING
CORPORATION**

U.S. Sports Drink Market Topline

December 2023



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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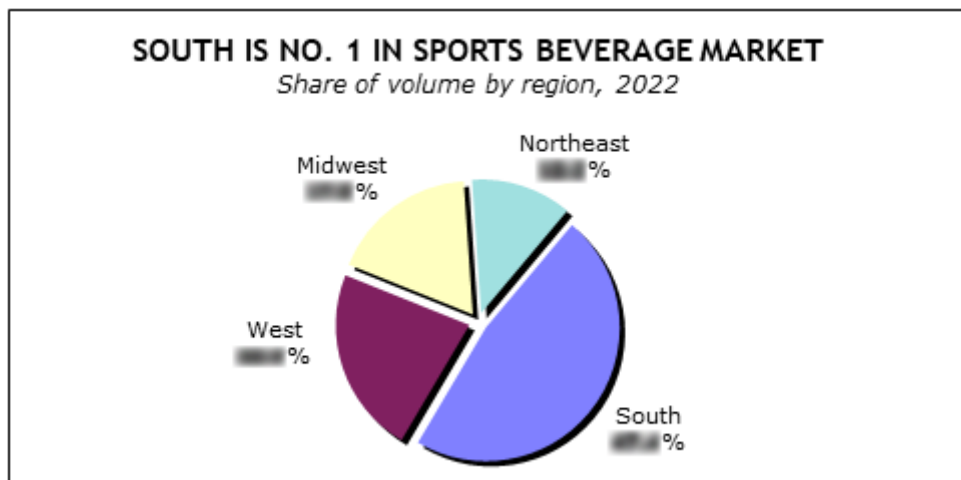
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Traditionally, marketers of the major sports beverages rarely resorted to price promotions in their endless quests to gain, or maintain, market share.

- Marketers instead focused on new products and advertising to spur sales. Thanks to Gatorade, sports beverages have traditionally been the most advertised New Age beverages.
- Further, as sports beverages were made available in outlets such as convenience stores and delis, companies were able to maintain premium pricing for their products.
- With the increased influence of mass merchandisers and club stores, sports drink pricing began to decline in the mid-2000s. Powerade performed strongly enough to stem significant price inflation in the overall market.
- In 2009, although Gatorade struggled, PepsiCo refused to cut its price, stating that such a move would cause consumers to doubt its functionality. However, price promotions continued to occur in the new decade, although not so much in the most recent years. Then, in the past three years, the U.S. economy experienced unusual inflation, which has enabled marketers to increase prices rapidly.
- In the years to 2027, sports drinks are expected to continue escaping the price prison, although not to the extent of 2021, 2022 and 2023. The emergence of premium sports drinks like BodyArmor has also conditioned the consumer mind to accept higher prices overall.



Source: Beverage Marketing Corporation

Exhibit 4

**SPORTS BEVERAGE MARKET
COMPOUND ANNUAL GROWTH
1990 – 2026(P)**

| Years | Compound Annual Growth | |
|--------------|------------------------|--------|
| | Dollars | Cases |
| 1985-1990 | █████% | █████% |
| 1990-1995 | █████% | █████% |
| 1995-2000 | █████% | █████% |
| 2000-2005 | █████% | █████% |
| 2001-2006 | █████% | █████% |
| 2002-2007 | █████% | █████% |
| 2003-2008 | █████% | █████% |
| 2004-2009 | █████% | █████% |
| 2005-2010 | █████% | █████% |
| 2006-2011 | █████% | █████% |
| 2007-2012 | █████% | █████% |
| 2008-2013 | █████% | █████% |
| 2009-2014 | █████% | █████% |
| 2010-2015 | █████% | █████% |
| 2011-2016 | █████% | █████% |
| 2012-2017 | █████% | █████% |
| 2013-2018 | █████% | █████% |
| 2014-2019 | █████% | █████% |
| 2015-2020 | █████% | █████% |
| 2016-2021 | █████% | █████% |
| 2017-2022(p) | █████% | █████% |
| 2018-2023(P) | █████% | █████% |
| 2019-2024(P) | █████% | █████% |
| 2020-2025(P) | █████% | █████% |
| 2021-2026(P) | █████% | █████% |

(p) Preliminary; (P) Projected

Source: Beverage Marketing Corporation