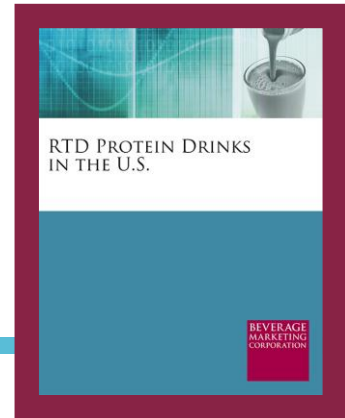


# RTD PROTEIN DRINKS IN THE U.S.

2019 EDITION (Published April 2019. Data through 2018. Market projections through 2023.) More than 35 pages, with extensive text analysis, graphs, charts and tables



**W**ill the RTD protein drink market, which unexpectedly decelerated in the past five years, get its second wind?

Beverage Marketing Corporation analyzes this question in its industry report entitled: *RTD Protein Drinks in the U.S.*

Considering that RTD protein drinks is a segment that theoretically has not fulfilled its full potential, it is important to consider what can be learned here for entrepreneurs and market veterans alike.

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**HAVE  
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 1962  
[charvey@beveragemarketing.com](mailto:charvey@beveragemarketing.com)



BEVERAGE MARKETING CORPORATION  
850 Third Avenue, 13<sup>th</sup> Floor, New York, NY 10022  
Tel: 212-688-7640 Fax: 212-826-1255

## THE ANSWERS YOU NEED

This brief but insightful market report discusses key issues in the RTD protein drinks category. It measures volume, as well as wholesale and retail dollar sales. BMC's exclusive five-year projections are also included. Questions answered include:

- How did RTD protein drinks originate and evolve in the U.S. market?
- Which are the leading brands? Is the market sewn up by big companies or is there room for smaller players to capture a significant percentage of market share?
- Why has the category been successful? Also, why has the category slowed down? How does RTD protein drinks relate to the rest of the better-for-you beverage market?
- How much is the RTD protein drinks market expected to rebound, if at all, in the next five years? What are the growth drivers or headwinds going forward?

## THIS REPORT FEATURES

This report examines a unique niche of the wellness and functional beverage space that borders the sports beverage segment and is encompassed in the overall sports nutrition realm. The presentation of industry research begins with an overview of the RTD protein drinks market, then then analyzes various brands and the companies behind them. Innovations these brands have achieved and the marketing strategies behind them are analyzed.

After outlining this context, the report describes the issues likely to determine what is next in the U.S. RTD protein drink marketplace and projects market size five years into the future. In this report, readers get a thorough understanding of all facets of the RTD protein drinks market including:

- Wholesale dollar sales, retail dollar sales and volume of the RTD protein drinks market going back to 2012.
- Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment.
- Analysis of the prospects of the RTD protein drinks market in the next five years, with Beverage Marketing's wholesale dollar and volume category projections to 2023.



# RTD PROTEIN DRINKS IN THE U.S.

**BEVERAGE  
MARKETING  
CORPORATION**

# RTD Protein Drinks in the U.S.

April 2019

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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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Although traditionally protein drinks mainly were the narrow province of gym rats who purchased them in powder form, this changed dramatically over the past decade once the beverage world saw the explosive success awaiting the ready-to-drink version of CytoSport's powder-based Muscle Milk.

- This occurred after diets like Atkins, while discrediting carbohydrates, helped to make protein a buzzword in nutrition earlier in the 2000s. When giant Pepsi Bottling Group (PBG) forged a national distribution alliance with Muscle Milk a decade ago, this was enough to legitimize the segment in the channel, and this was one alliance in which the bottling system does appear to have accorded a guest brand a reasonable amount of attention. The category has also drawn attention because of the efforts of major yogurt makers to position some of their drinkable lines as protein-rich meal replacements, although most contain barely two or three grams of protein per serving. And of course, as noted above, milk producers have joined the party.
- Not surprisingly the Pepsi alliance prompted a frenzy of activity as other entrants look to get their protein lines into the distributors who were dispossessed of their Muscle Milk. These included independent companies with roots in the supplement space, such as VPX (with Redline) and Labrada Lean Body, and the major pharmaceutical company Abbott Laboratories with EAS Myoplex. VPX has made some headway, but the others have generally faltered, unable to get their hands around this alien sector, retail section and the distributors used to reach it.
- Major food and beverage companies have been attracted to the segment for its robust shelf price and lack of overlap with their core items, but a pair have stubbed their toes badly. Soft drink marketer DPS invested millions in 2007 in launching a RTD version of the powdered Accelerade brand to which it had obtained RTD rights, but found the effort ultimately undermined by positioning and production issues that caused it to pull the brand quickly.
- A few years ago, chocolate maker Hershey, undertaking a push into beverages, dabbled in the segment on a couple of fronts. It developed internally a cocoa-based entry called ReGen that it toyed with in a handful of retailers in Pennsylvania, only to change tracks in February 2011 when it made a minority investment in the independent brand Mix1, then moved a year later to acquire complete ownership.

**LEADING RTD PROTEIN DRINK BRANDS  
CHANGE IN VOLUME  
2013 – 2018(p)**

<b>Brand</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18(p)</b>
Muscle Milk	100%	100%	100%	100%	100%	100%
EAS	100%	100%	100%	100%	100%	100%
Core Power	100%	100%	100%	100%	100%	100%
Protein2O	100%	100%	100%	100%	100%	100%
Trimino	100%	100%	100%	100%	100%	100%
<b>Subtotal</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
All Other	100%	100%	100%	100%	100%	100%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

(p) Preliminary

Source: Beverage Marketing Corporation