

# U.S. SPORTS BEVERAGES THROUGH 2021

2017 EDITION (Published October 2017. Data through 2016. Market projections through 2021.) More than 140 pages, with extensive text analysis, graphs, charts and more than 60 tables.

**G**et a comprehensive view of the market for U.S. sports beverages. This report includes industry data and analysis of market trends by geographic region, pricing, consumer demographics, advertising, quarterly growth, distribution channels and packaging, and low-calorie options. It also looks at innovations and strategies of the top companies and provides statistics for key brands including all-sales-channel-inclusive sales results, market share and growth.

This market report also offers projections and discusses trends that will drive the market over the next five years and provides readers with the data and insight needed to identify opportunities, benchmark their progress and set goals for the future. Expanded discussions of the innovations in sports hydration detail the efforts of small brands to introduce new twists to the winning formula in an attempt to gain a foothold in this difficult to penetrate market.

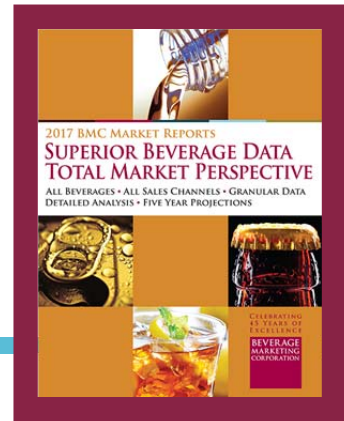
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HAVE  
QUESTIONS?

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## THE ANSWERS YOU NEED

The U.S. Sports Beverages report provides in-depth data and market analysis, shedding light on various aspects of the market through reliable data and discussions of what the numbers really mean. Questions answered in this industry research report include:

- How did the packaging mix change in 2016?
- What product innovations, market trends and developments most affected performance?
- What proportion of sports drinks are low-calorie?
- What are the latest trends in the protein drink market and how is that segment evolving?
- How many gallons of sports drinks did U.S. residents consume in 2016 and the first half of 2017?
- Which distribution channel grew the fastest in 2016? Which sales channels will gain share through 2021?
- What market share will sports powders and low-calorie sports beverages command by 2021?
- Which distribution channels will gain importance in 2021?

## THIS REPORT FEATURES

The report offers an in-depth look at the category, companies and brands shaping the U.S. sports beverage market and the market drivers impacting current and anticipated growth through 2021. It provides perspective on the segment and its many facets, providing sales and volume statistics including total market retail dollar sales, wholesale dollar data and volume data. Through a combination of discussion backed by Beverage Marketing's reliable, all-sales-channel-inclusive data, readers get a thorough understanding of the market including:

- Historical, current and projected market statistics, plus authoritative analysis to provide insight and put trends in context.
- Regional perspective on the marketplace in the U.S., highlighting volume and growth pattern variations from region to region.
- Detailed profiles and analysis of the leading companies and brands, discussions of their marketing activities and distribution strategies as well as company and brand sales volume data. Coverage includes PepsiCo (Gatorade), Coca-Cola (Powerade), BodyArmor, Big Red (All Sport) and others.
- Analysis of regular vs. reduced calorie trends.
- A look at sports beverage flavors through 2021.
- Data detailing sales by key on- and off-premise distribution channels totaling 100% of market volume.
- A detailed analysis of packaging, analyzing volume and share by package size historically, currently and five years into the future.
- Advertising expenditures of the leading companies and a look at category spending by media type (including internet advertising).
- Consumer demographic profiles comparing consumers of key brands.
- Perspective on the protein drink market.
- Five-year projections for the sports drink market and its sub-segments.

# U.S. Sports Beverages through 2021

October 2017

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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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Gatorade has received new commercials in 2017, as well as other marketing initiatives that go beyond TV.

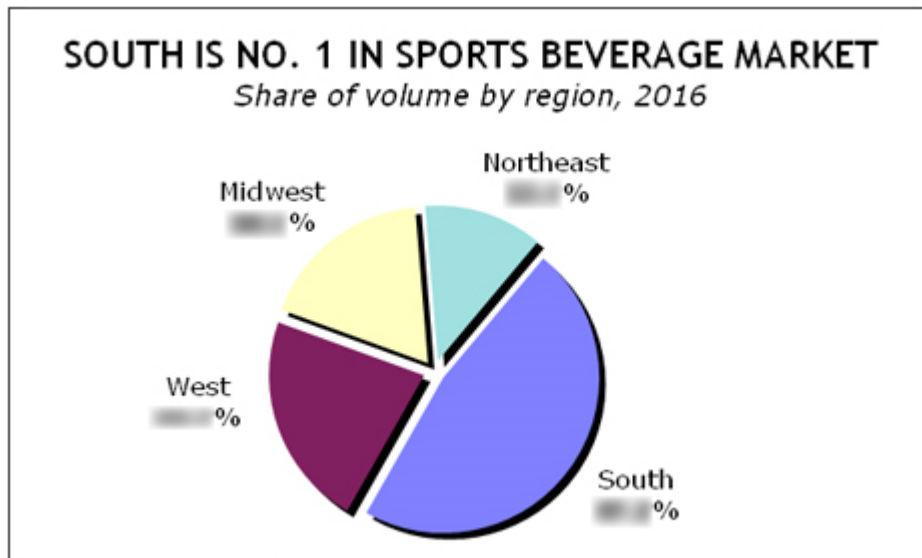
- Early in the year Gatorade hit back at upstart BodyArmor and bottled water brands that knock its sugar content. It ran a print ad in the form of an “open letter to athletes” reminding them that the sugar carbs are “functional for athletes” and that “for less intense workouts, we have lower-/no-sugar solutions like G2 and Propel.”
- In February, Gatorade became presenting sponsor of the National Basketball Association’s Development League (D-League), which would henceforth be known as the G-League. Gatorade’s “bolt within G” logo constitutes the “G” in the G-League logo.
- Although Coca-Cola Company succeeded PepsiCo as official soft drink of Major League Baseball in 2017, Gatorade remained as “official sports fuel partner” of the league. It reminded fans of this fact with a new digital ad in April starring Chicago Cubs catcher Kyle Schwarber, the latest in the long-standing “Win from Within” advertising series.
- Also in April, NBA’s Paul George starred in another ad for Gatorade, this time for Gatorade Flow.
- In June, Gatorade released another blockbuster ad with multiple stars called “The Secret to Victory.” In it, Michael Jordan, J.J. Watt, Serena Williams, the Mannings and others recount their biggest failures, with the message of “Make Defeat Your Fuel.” The most poignant part shows Matt Ryan, the Atlanta Falcons quarterback who suffered a crushing defeat in the previous Super Bowl, working hard to prepare for the upcoming NFL season.
- In August, Gatorade released a video in tribute to sprinter Bolt, who is retiring from the sport.

**SPORTS BEVERAGE MARKET  
SHARE OF VOLUME BY CALORIE COUNT  
2011 – 2021(P)**

<b>Category</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2021(P)</b>
Regular Sports Drinks	65%	65%	65%	65%	65%	65%	65%
Low-Calorie Sports Drinks	35%	35%	35%	35%	35%	35%	35%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

(P) Projected

Source: Beverage Marketing Corporation



Source: Beverage Marketing Corporation