

# U.S. SPORTS BEVERAGES TOPLINE

2017 EDITION (Published October 2017. Data through 2016. Market projections through 2021.) More than 20 pages, with text analysis, graphs and charts.

The *U.S. Sports Beverages Topline* report provides a brief 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.

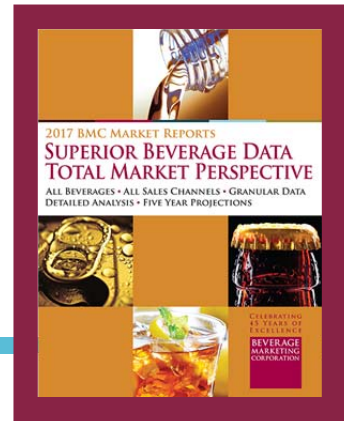
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## INSIDE:

### REPORT OVERVIEW

A brief discussion of key features of this report. 2

### TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. 5

### SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. 6



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 2017?
- What is the share breakdown of the market by region? How has this changed in the last 31 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 Beverages 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 Beverages Topline

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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# Contents

## Table of Contents

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TABLE OF CONTENTS

TABLE OF CONTENTS ..... i

Summary

**U.S. SPORTS BEVERAGES TOPLINE**

The Current Sports Beverage Market ..... 1

- Overview ..... 1
- Per Capita Consumption..... 3
- Growth ..... 4
- Quarterly Growth Trends..... 4
- Regional Trends..... 5
- Leading Brands ..... 6
- Advertising Expenditures by Media ..... 7

**Exhibits**

1 Sports Beverage Market Wholesale Dollar Sales and Volume 1985 – 2021..... 9

2 Sports Beverage Market Dollar Sales and Volume Growth 1986 – 2021 ..... 10

3 Sports Beverage Market Per Capita Consumption 1985 – 2021 ..... 11

4 Sports Beverage Market Compound Annual Growth 1990 – 2021..... 12

5 Sports Beverage Market Volume and Growth by Quarter 2016 – 2017 ..... 13

6 Regional Sports Beverage Markets Wholesale Dollar Sales 1986 – 2021 ..... 14

7 Regional Sports Beverage Markets Share of Wholesale Dollar Sales 1986 – 2021 ---- 15

8 Regional Sports Beverage Markets Change in Wholesale Dollar Sales 1987 – 2021 -- 16

9 Leading Sports Beverage Brands Share of Wholesale Dollar Sales 2011 – 2016 ..... 17

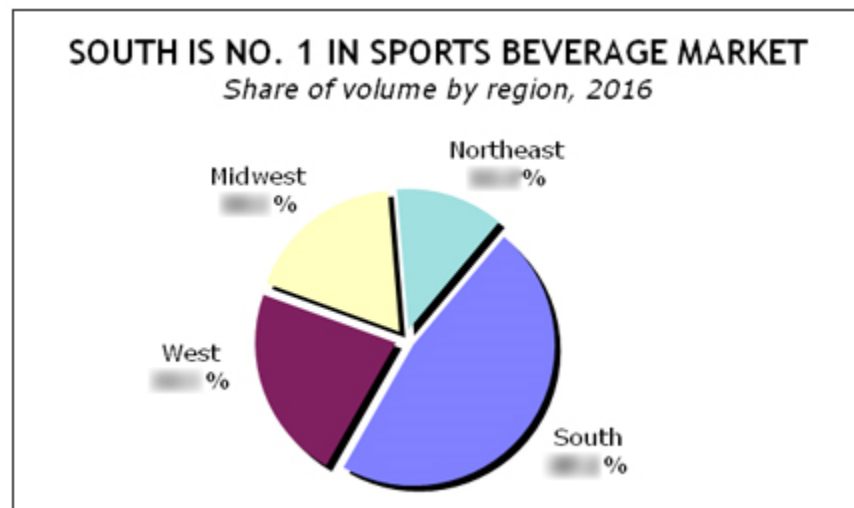
10 Sports Beverage Advertising Expenditures by Media 2011 – 2016 ..... 18

11 Sports Beverage Share of Advertising Expenditures by Media 2011 – 2016..... 19

12 Sports Beverage Change in Advertising Expenditures by Media 2012 – 2016 ..... 20

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 are traditionally 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.
- In the next five years, sports drinks are expected to somewhat escape the price prison due to rising prices in general. The emergence of premium sports drinks like BodyArmor, while still small, could condition the consumer mind to accept slightly higher prices in the mainstream segment.



*Source: Beverage Marketing Corporation*

**REGIONAL SPORTS BEVERAGE MARKETS  
SHARE OF WHOLESALE DOLLAR SALES  
1986 – 2021(P)**

<b>Year</b>	<b>Midwest</b>	<b>Northeast</b>	<b>South</b>	<b>West</b>	<b>TOTAL</b>
1986	10.0%	10.0%	10.0%	10.0%	40.0%
1987	10.0%	10.0%	10.0%	10.0%	40.0%
1988	10.0%	10.0%	10.0%	10.0%	40.0%
1989	10.0%	10.0%	10.0%	10.0%	40.0%
1990	10.0%	10.0%	10.0%	10.0%	40.0%
1991	10.0%	10.0%	10.0%	10.0%	40.0%
1992	10.0%	10.0%	10.0%	10.0%	40.0%
1993	10.0%	10.0%	10.0%	10.0%	40.0%
1994	10.0%	10.0%	10.0%	10.0%	40.0%
1995	10.0%	10.0%	10.0%	10.0%	40.0%
1996	10.0%	10.0%	10.0%	10.0%	40.0%
1997	10.0%	10.0%	10.0%	10.0%	40.0%
1998	10.0%	10.0%	10.0%	10.0%	40.0%
1999	10.0%	10.0%	10.0%	10.0%	40.0%
2000	10.0%	10.0%	10.0%	10.0%	40.0%
2001	10.0%	10.0%	10.0%	10.0%	40.0%
2002	10.0%	10.0%	10.0%	10.0%	40.0%
2003	10.0%	10.0%	10.0%	10.0%	40.0%
2004	10.0%	10.0%	10.0%	10.0%	40.0%
2005	10.0%	10.0%	10.0%	10.0%	40.0%
2006	10.0%	10.0%	10.0%	10.0%	40.0%
2007	10.0%	10.0%	10.0%	10.0%	40.0%
2008	10.0%	10.0%	10.0%	10.0%	40.0%
2009	10.0%	10.0%	10.0%	10.0%	40.0%
2010	10.0%	10.0%	10.0%	10.0%	40.0%
2011	10.0%	10.0%	10.0%	10.0%	40.0%
2012	10.0%	10.0%	10.0%	10.0%	40.0%
2013	10.0%	10.0%	10.0%	10.0%	40.0%
2014	10.0%	10.0%	10.0%	10.0%	40.0%
2015	10.0%	10.0%	10.0%	10.0%	40.0%
2016	10.0%	10.0%	10.0%	10.0%	40.0%
2021(P)	10.0%	10.0%	10.0%	10.0%	40.0%

(P) Projected

Source: Beverage Marketing Corporation