

U.S. SPORTS BEVERAGES TOPLINE

2018 EDITION (Published December 2018. Data through 2017.
Market projections through 2022.) Excel Format.

The *U.S. Sports Beverages 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.

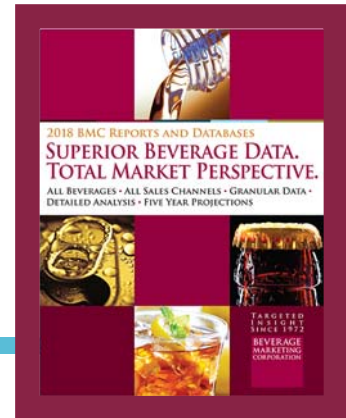
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HAVE
QUESTIONS?

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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 2018?
- 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

December 2018



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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**REGIONAL SPORTS BEVERAGE MARKETS
CHANGE IN WHOLESALE DOLLAR SALES
1987 – 2022(P)**

Year	Midwest	Northeast	South	West	TOTAL
1986/87	100%	100%	100%	100%	100%
1987/88	100%	100%	100%	100%	100%
1988/89	100%	100%	100%	100%	100%
1989/90	100%	100%	100%	100%	100%
1990/91	100%	100%	100%	100%	100%
1991/92	100%	100%	100%	100%	100%
1992/93	100%	100%	100%	100%	100%
1993/94	100%	100%	100%	100%	100%
1994/95	100%	100%	100%	100%	100%
1995/96	100%	100%	100%	100%	100%
1996/97	100%	100%	100%	100%	100%
1997/98	100%	100%	100%	100%	100%
1998/99	100%	100%	100%	100%	100%
1999/00	100%	100%	100%	100%	100%
2000/01	100%	100%	100%	100%	100%
2001/02	100%	100%	100%	100%	100%
2002/03	100%	100%	100%	100%	100%
2003/04	100%	100%	100%	100%	100%
2004/05	100%	100%	100%	100%	100%
2005/06	100%	100%	100%	100%	100%
2006/07	100%	100%	100%	100%	100%
2007/08	100%	100%	100%	100%	100%
2008/09	100%	100%	100%	100%	100%
2009/10	100%	100%	100%	100%	100%
2010/11	100%	100%	100%	100%	100%
2011/12	100%	100%	100%	100%	100%
2012/13	100%	100%	100%	100%	100%
2013/14	100%	100%	100%	100%	100%
2014/15	100%	100%	100%	100%	100%
2015/16	100%	100%	100%	100%	100%
2016/17	100%	100%	100%	100%	100%
2017/22(P)*	100%	100%	100%	100%	100%

(P) Projected

* 5-Year Compound Annual Growth Rate

Source: Beverage Marketing Corporation

**LEADING SPORTS BEVERAGE BRANDS
SHARE OF WHOLESALE DOLLAR SALES
2012 – 2017**

Brand	2012	2013	2014	2015	2016	2017
Gatorade	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
Powerade	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%
G2	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Powerade Zero	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%
BodyArmor	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%
All Sport	6.5%	6.5%	6.5%	6.5%	6.5%	6.5%
Kill Cliff	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%
Capri Sun Sport	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%
Subtotal	86.5%	86.5%	86.5%	86.5%	86.5%	86.5%
Private Label	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
All Others	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Beverage Marketing Corporation

**SPORTS BEVERAGE
CHANGE IN ADVERTISING EXPENDITURES BY MEDIA
2013 – 2017**

Medium	2012/13	2013/14	2014/15	2015/16	2016/17
Cable TV	1.5%	1.5%	1.5%	1.5%	1.5%
Magazines*	0.5%	0.5%	0.5%	0.5%	0.5%
Network TV	1.5%	1.5%	1.5%	1.5%	1.5%
Spot TV	1.5%	1.5%	1.5%	1.5%	1.5%
Internet Display	1.5%	1.5%	1.5%	1.5%	1.5%
Outdoor	1.5%	1.5%	1.5%	1.5%	1.5%
Local Radio	1.5%	1.5%	1.5%	1.5%	1.5%
National Spot Radio	1.5%	1.5%	1.5%	1.5%	1.5%
Newspapers	1.5%	1.5%	1.5%	1.5%	1.5%
Spanish Language Networks	1.5%	1.5%	1.5%	1.5%	1.5%
Internet Search	1.5%	1.5%	1.5%	1.5%	1.5%
B-to-B Magazines	1.5%	1.5%	1.5%	1.5%	1.5%
Local Magazines	1.5%	1.5%	1.5%	1.5%	1.5%
Syndicated TV	1.5%	1.5%	1.5%	1.5%	1.5%
Hispanic Newspapers	1.5%	1.5%	1.5%	1.5%	1.5%
Local Radio Historical	1.5%	1.5%	1.5%	1.5%	1.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

* Includes Sunday Magazines

Source: Beverage Marketing Corporation; Kantar Media Intelligence