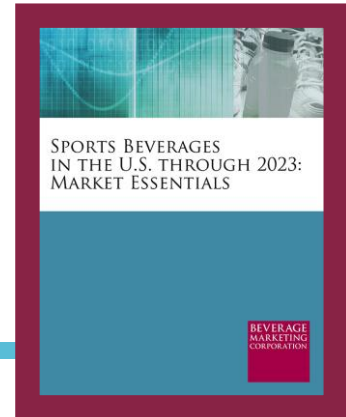


# SPORTS BEVERAGES IN THE U.S. THROUGH 2023: MARKET ESSENTIALS

2019 EDITION (To be published October 2019. Data through 2018. Market projections through 2023.) More than 50 Excel tables plus an executive summary detailing trends and comprehensive profiles of leading companies, their brands and their strategies.



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

This market report also offers projections and provides users with the data needed to identify opportunities, benchmark their progress and set goals for the future.

The report presents the data in Excel spreadsheets, which it supplements with a concise executive summary highlighting key developments as well as a detailed discussion of the leading coffee companies.

## AVAILABLE FORMAT & PRICING



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**HAVE  
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 1962  
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 report provides in-depth data, shedding light on various aspects of the market through reliable total market data. Questions answered in this industry research report include:

- How did the packaging mix change in 2018?
- What proportion of sports drinks are low-calorie?
- Is the protein drink segment growing? If so, by how much?
- How many gallons of sports drinks did U.S. residents consume in 2018 and the first half of 2019?
- Which distribution channel grew the fastest in 2018? Which sales channels will gain share through 2023?
- What market share will sports powders and low-calorie sports beverages command by 2023?
- Which distribution channels will gain importance in 2023?

## THIS REPORT FEATURES

The report offers an in-depth look at the category, companies and brands shaping the U.S. sports beverage market and looks at historical, current and anticipated segment growth through 2023. 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 Beverage Marketing's reliable, all-sales-channel-inclusive data, readers get a thorough understanding of the market including:

- Historical, current and projected market statistics with the granularity necessary to put trends in context and identify pockets of opportunity.
- Regional perspective on the marketplace in the U.S., highlighting volume and growth pattern variations from region to region.
- 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 sports drink market trends.
- A look at sports beverages by flavor through 2023.
- Data detailing sales by key on- and off-premise distribution channels totaling 100% of market volume.
- Volume and share data 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.

**NOTE:** The 2019 edition of this report has not yet been published. **The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.**

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.



# SPORTS BEVERAGES IN THE U.S. THROUGH 2023: MARKET ESSENTIALS

**BEVERAGE  
MARKETING  
CORPORATION**

**NOTE:** The 2019 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.

# Sports Beverages in the U.S. through 2022: Excel Data Set December 2018

The logo for Beverage Marketing Corporation, featuring the company name in white serif font on a dark red rectangular background.

BEVERAGE  
MARKETING  
CORPORATION

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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**SPORTS BEVERAGE MARKET  
COMPOUND ANNUAL GROWTH  
1990 – 2022(P)**

Year	Compound Annual Growth	
	Wholesale Dollars	Volume
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(P)	■ %	■ %
2014-2019(P)	■ %	■ %
2015-2020(P)	■ %	■ %
2016-2021(P)	■ %	■ %
2017-2022(P)	■ %	■ %

*(P) Projected*

Source: Beverage Marketing Corporation



**REGIONAL SPORTS BEVERAGE MARKETS  
SHARE OF VOLUME  
1986 – 2022(P)**

<b>Year</b>	<b>Midwest</b>	<b>Northeast</b>	<b>South</b>	<b>West</b>	<b>TOTAL</b>
1986	%	%	%	%	%
1987	%	%	%	%	%
1988	%	%	%	%	%
1989	%	%	%	%	%
1990	%	%	%	%	%
1991	%	%	%	%	%
1992	%	%	%	%	%
1993	%	%	%	%	%
1994	%	%	%	%	%
1995	%	%	%	%	%
1996	%	%	%	%	%
1997	%	%	%	%	%
1998	%	%	%	%	%
1999	%	%	%	%	%
2000	%	%	%	%	%
2001	%	%	%	%	%
2002	%	%	%	%	%
2003	%	%	%	%	%
2004	%	%	%	%	%
2005	%	%	%	%	%
2006	%	%	%	%	%
2007	%	%	%	%	%
2008	%	%	%	%	%
2009	%	%	%	%	%
2010	%	%	%	%	%
2011	%	%	%	%	%
2012	%	%	%	%	%
2013	%	%	%	%	%
2014	%	%	%	%	%
2015	%	%	%	%	%
2016	%	%	%	%	%
2017	%	%	%	%	%
2022(P)	%	%	%	%	%

(P) Projected

Source: Beverage Marketing Corporation

**SPORTS BEVERAGE FLAVORS  
CHANGE IN VOLUME BY FLAVOR  
2013 – 2022(P)**

<b>Flavors</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>CAGR 2017/22(P)</b>
Lemon Lime	■ %	■ %	■ %	■ %	■ %	■ %
Fruit Punch	■ %	■ %	■ %	■ %	■ %	■ %
Blue	■ %	■ %	■ %	■ %	■ %	■ %
Orange	■ %	■ %	■ %	■ %	■ %	■ %
Berry	■ %	■ %	■ %	■ %	■ %	■ %
Grape	■ %	■ %	■ %	■ %	■ %	■ %
Strawberry	■ %	■ %	■ %	■ %	■ %	■ %
Cherry	■ %	■ %	■ %	■ %	■ %	■ %
Other	■ %	■ %	■ %	■ %	■ %	■ %
<b>TOTAL</b>	■ %	■ %	■ %	■ %	■ %	■ %

*(P) Projected*

*CAGR: Compound Annual Growth Rate*

*Source: Beverage Marketing Corporation*