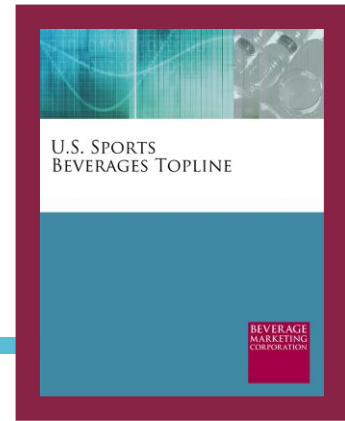


U.S. SPORTS BEVERAGES TOPLINE

2019 EDITION (Published November 2019. Data through 2018. Market projections through 2023.) 20 pages, with text analysis, graphs and charts.



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 2019?
- What is the share breakdown of the market by region? How has this changed in the last 32 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

**BEVERAGE
MARKETING
CORPORATION**

U.S. Sports Beverages Topline November 2019



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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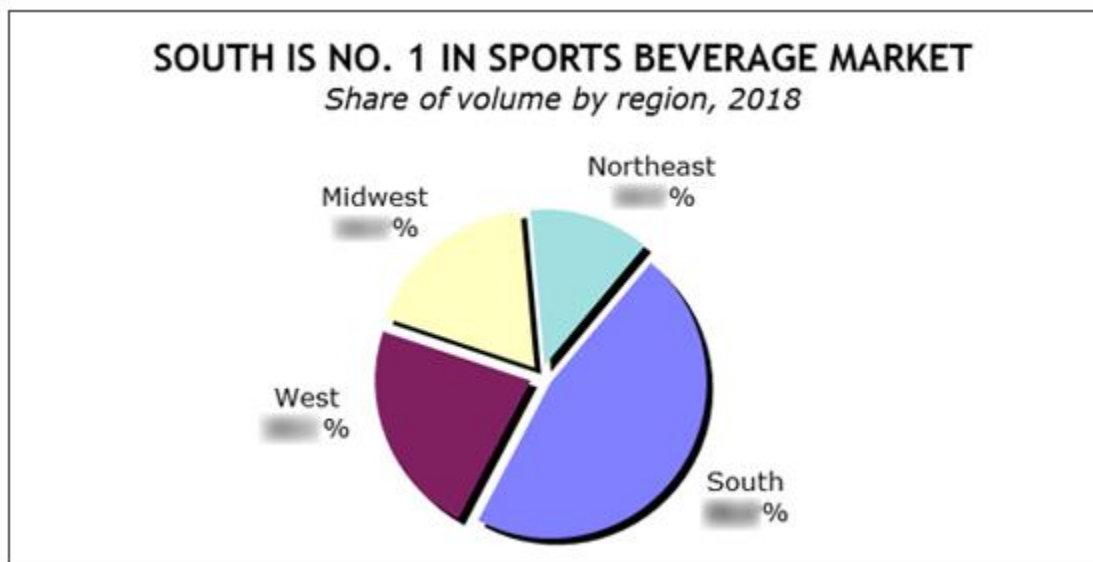
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Traditionally, marketers of the major sports beverages rarely resorted to price promotions in their endless quests to gain, or maintain, market share.

- 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 could condition the consumer mind to accept slightly higher prices overall.



Source: Beverage Marketing Corporation

Exhibit 4

**SPORTS BEVERAGE MARKET
COMPOUND ANNUAL GROWTH
1990 – 2023(P)**

Years	Compound Annual Growth	
	Wholesale	
	Dollars	Cases
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	█ %	█ %
2014-2019(P)	█ %	█ %
2015-2020(P)	█ %	█ %
2016-2021(P)	█ %	█ %
2017-2022(P)	█ %	█ %
2018-2023(P)	█ %	█ %

(P) Projected

Source: Beverage Marketing Corporation