

# Sports and Energy Drinks - UK - July 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

The market for sports/energy drinks has been buoyant despite the effects of the recession – and in 2008 it accounted for a combined £941 million, up 10% on 2007. In volume terms, the market achieved some 484 million litres, also up 10% on 2007. For 2009, the market is estimated to reach 525 million litres for a value of just over £1 billion.



## Key issues covered in the analysis

- Increased consumption by existing users is driving growth in the sports and energy drinks market. Sales will break the £1 billion mark in 2009. But this pales in comparison to the opportunities presented by the £6bn soft drinks and near-£2bn bottled water sectors.
- Growth isn't coming from new users. The market is failing to grow penetration in the UK. Instead, 10% market growth in 2008 was primarily driven by young male converts drink sports & energy drinks more frequently.
- Over 16 million people drink sports and energy drinks (TGI). The challenge for the industry is to steal share from soft drinks and bottled water by growing its user base from young males to women, 35-54yr olds and workers.
- Boosting 'mental energy' is a key enticement for workers and 4 million people believe in energy drinks' ability to improve mental alertness. Outside of the UK, energy shots are a growth area and have particular potential to grow the UK consumer base by targeting the 27m working population. For office workers, mental energy is a far greater requirement than physical. In contrast, only 12 million people actively participate in sport.
- These drinks are failing to convince people that they genuinely work: 12m adults don't believe the product claims of energy drinks and almost 13m don't believe the claims of sports drinks. Even drinkers remain sceptical about product benefits.
- More attention to product ingredients is needed. 11 million adults believe that energy drinks aren't good for you and 5.5 million do not like the taste of sports drinks. Natural energy boosters containing fewer additives will represent a valuable source of future growth.
- Price is another barrier to purchase for non-users. Over 16 million people think energy drinks are expensive for what they are.

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## Scope of the report

This report focuses on RTD (ready-to-drink) sports and energy drinks.