

## Performance Food and Drink - US - January 2013

### Scope and Themes



*“Although a portion of active consumers are users of performance food and drink, a segment of exercisers abstain from the category for lack of need, preference for other foods, and concerns about product cost. Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other elements that make products effective; thus, necessary elements for athletes and exercisers. Additional opportunities exist for brands to broaden the appeal of performance food and drink products to casual exercisers and dieters, who likely would be drawn in by low-calorie, portion-controlled and/or energizing products.”*

– Jennifer Zegler, Beverage Analyst

### In this report we answer the key questions:

- **How can manufacturers increase usage among active consumers?**
- **Who should be considered as new audiences for performance products?**
- **What product formulations should be considered to grow the category?**

For many consumers, the concept of food and beverages formulated for specific benefits before, during, or after activity usage, which Mintel has categorized as performance foods and beverages, is an elusive, if not confusing, concept. PepsiCo brought the once-niche idea to the mainstream market in mid-2010 when it relaunched its Gatorade sports drink brand as the multifaceted G Series, which includes food and drinks made with specific formulations for each stage of physical activity. Since the relaunch, Gatorade has devoted much of its marketing to promoting the benefits of pre-, during-, and post-activity formulations.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market.



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### Scope and Themes

Although a portion of active consumers already were dedicated users of sports drinks, protein beverages, sports nutrition supplements, and athletic bars, category sales have been increasing annually as more consumers discover the products and how they fit into their lifestyles. Despite forecasted growth through 2017, barriers exist to dramatic sales increases, including lack of interest in the products from active and inactive consumers alike. Performance food and beverage manufacturers stand to benefit from additional emphasis on education, retail availability, and reduced-calorie formulations. Furthermore, potential exists for manufacturers to position products as overall healthy lifestyle solutions similar to Slim-Fast and Special K in the nutrition food and drink category.

This report builds on the athletic bar analysis presented in Mintel's Nutrition and Energy Bars—U.S., February 2012 and previous reports on the same topic published in February 2011, March 2009, March 2007, and May 2005 as well as the segment coverage presented in Meal Replacement Food and Drink—U.S., June 2011. The report also incorporates the sports drink segment, which was previously covered in Sports Drinks—U.S., September 2012 as well as similar reports from February 2005 and July 2002.

The analysis also is complementary to Mintel's Nutritional Food and Drink—U.S., January 2013, which includes products that offer nutrition and convenience, and fill a specific need, such as providing added amounts of vitamins and/or minerals that are found in a regular diet as well as those that are needed to support special diets. The categories covered in the Nutritional Food and Drink report include health and nutrition bars, diet bars, ready-to-drink and powdered meal replacements.

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