

Sports and Energy Drinks - UK - July 2013

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“Building associations between energy drinks and everyday situations such as work and commuting, rather than extreme lifestyles, could help to increase the relevancy of energy drinks among current non-users.”

– Heidi Lanschützer, Food and Drink Analyst

In this report we answer the key questions:

- How can associations with a wider range of occasions help sports and energy drinks expand their user base?
- What new competition is the market facing?
- How much of a threat do safety concerns about energy drinks' caffeine levels pose to the market?
- What measures can be taken to overcome people's scepticism about the drinks' functionality?

The sports and energy drinks market has been the success story of the soft drinks category over the past five years, outpacing categories like fruit juice and coffee. Sales grew by an impressive 55% in value and 39% in volume terms over 2008-13.

Despite being more expensive than many of its soft drink rivals, consumers have judged its combination of energy-giving functionality and taste as worth the premium, even as incomes have been squeezed by the economic downturn and the slow recovery.

The market has also benefited from its fun and vibrant image thanks to the category's youth-focused marketing and strong associations with action sports. High NPD activity by both established and newer brands, together with high profile marketing campaigns by the major players such as GSK, Red Bull and Coca-Cola, are expected to keep the category front-of-mind with consumers in the years to come.

NPD and marketing activity that caters more specifically to non-users (women and over-35s) should help to expand the reach of sports and energy drinks.

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