

## Nutritional and Performance Drinks - US - January 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Some 34% of sports drink users drink them even when they are not working out. This rises to nearly half of respondents age 18-24. Such usage indicates the value of product positioning that moves beyond a sports focus, and highlights attributes such as hydration and flavor.” -  
Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- Should category innovation move in the direction of specialization or adopt a broad reach?
- Do consumers think products in the category deliver on claims?
- Do consumers see products in the category as healthy?

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Issue

Insight: Room for both specialization and democratization exist

Do consumers think products in the category deliver on claims?

Issue

Insight: Category participants believe products help them meet their goals, but further efficacy positioning is necessary

Do consumers see products in the category as healthy?

Issue

Insight: The category is generally seen as contributing to health, but room for boosted health positioning will help products manage the competition

### Trend Applications

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Trend: Extend My Brand

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American Beverage Association (ABA)

Council for Responsible Nutrition (CRN)

Food Marketing Institute (FMI)

Grocery Manufacturers of America (GMA)

International Society of Beverage Technologists (ISBT)

National Association of Convenience Stores (NACS)

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