

## Sports and Energy Drinks - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Brands in this market need to find new ways of convincing users of the safety and efficacy of their drinks. At the same time, it is necessary for them to identify new angles to engage prospective consumers. Drinks made from natural ingredients show strong potential with more than seven in 10 people showing interest."  
 – David Zhang, Research Analyst

### This report looks at the following areas:

- All-natural drinks look well-placed to resonate in both sports and energy drinks
- High protein positioning can help sports drink brands encourage consumers to trade up
- Clearer information and dilutable products offer ways to tackle consumers' concerns over safety of energy drink

The sports and energy drinks category has been one of the few to maintain underlying growth throughout the recession, helped by its functional positioning and active NPD in the category. However, it has seen its growth rate decrease dramatically.

The slowing growth indicates that the market is maturing and brands and operators need to find new ways to engage non-users or to encourage existing users to trade up. Meanwhile, identifying new drivers becomes increasingly important, such as targeting older consumers aged over 45 and at-home drinking occasions.

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