

# Sports and Energy Drinks - UK - July 2019

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## This report looks at the following areas:

Meanwhile, demonstrating tangible benefits and aligning with lower-intensity activities looks to be needed for sports drinks to face off competition from water.

- Perceptions of sugar as both a barrier and a necessary ingredient dictate a balanced approach
- Interest in ingredient information and all-natural claim highlights scope to tackle artificial image
- Opportunity to tap buzz around gut health and brain function support



“Although the leading brands are performing strongly, a new generation of energy drink brands looking to deliver energy through ‘clean’ and ‘natural’ formulations is shaking up the market. If awareness is fostered, these new entrants have sizeable potential to grow the market penetration of energy drinks by appealing to non-users put off by the category’s sugary and artificial image.”

– Anita Winther, Research

Analyst

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- **Uptake limited by competition from other drinks**
- **Sugar content is a concern**
- **High level of interest in flavour among users**
- **No added sugar and all-natural ingredients attract sizeable interest**
- **Scope for further innovation around brain function claims**
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