

A YEAR OF INNOVATION IN SPORTS AND ENERGY DRINKS, 2023

Sugar reduction, naturalness and nutrient fortification are the key innovation themes among sports and energy drink launches.



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Innovation Analyst



Report Content

- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: brands tap into consumer interest in more-healthy sports drinks

- Consumers perceive sports drinks as 'too sugary'
- The share of sports drink launches featuring low-sugar and low-calorie claims records a rise
 - Graph 1: sports drink launches, by share of select minus claims, 2021-23
- Sports drink brands flag up low-sugar and low-calorie recipes

Europe: organic ingredients can bolster the sustainability credentials of energy drinks

- Consumers think it is worth paying more for sustainably produced energy drinks
- Organic claims record a jump among energy drink launches
 - Graph 2: energy drink launches, by share of organic claims, 2019-23
- Energy drink brands promote organic caffeine sources on pack
- Brand renovation/innovation: alkaline water brand Actiph ditched the alkaline water for its debut in energy drinks

The Middle East & Africa (MEA)

- Energy drinks innovate around advanced hydration, novel flavours and hybrid drinks

ASIA PACIFIC (APAC)

Asia: sports drink brands flag up and celebrate ingredient provenance

- Consumers are seeking more-natural sports drinks
- Launch activity in sports drinks picks up in Asia
 - Graph 3: sports and energy drink launches, by share of sub-category, 2019-23
- Sports drink brands are celebrating ingredient provenance and sourcing more overtly on pack

Asia: energy drink brands strengthen their focus on sugar-free innovation

- For many Asian consumers, sugar is an increasingly unwelcome ingredient in energy drinks
- Brands are stepping up their sugar reduction strategies
 - Graph 4: energy drink launches, by share of select minus claims, 2019-23
- Notable sugar-free energy drinks

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Australia & New Zealand

- Brands promote natural, clean energy

THE AMERICAS

North America: sports drink brands innovate around convenient formats to offer consumers instant hydration

- Enhanced hydration captures consumer interest
- Instant hydration in convenient formats

North America: vitamin/mineral claims are growing among energy drink launches

- Consumers agree that vitamin- and mineral-fortified energy drinks are healthy
- Energy drink brands boost vitamin-enriched launches
- Vitamin fortification is a focus point of innovation in energy drinks

Latin America

- Latin American consumers are seeking sports drinks with benefits
 - Graph 5: sports drink launches, by share of top functional claims, 2021-23
- Sports drink brands tout nutritional and functional benefits

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