

# NUTRITION DRINKS – US – 2024

Rising prices and busy routines increasingly put quality nutrition at odds with daily life, blurring snack and meal spaces and giving shortcuts like nutrition drinks an added edge.



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# Nutrition Drinks - US - 2024

## This report looks at the following areas:

- Macro factors impacting the nutrition drink market
- Market size and forecast
- Innovation and marketing strategy brand activity
- Consumption and frequency by nutrition drink type
- Reasons for nutrition drink consumption
- Attributes that drive product choice and purchase
- Nutritional features that drive product choice and purchase
- Interest in ingredient innovation
- Attitudes toward nutrition drinks

## Overview

Consumer lifestyles are blurring meal and snack occasions, both out of necessity with hectic schedules and in relief as society becomes less formal. Overall engagement grew by 12 points between 2023-24 and the total nutrition drink market grew 12% in 2023, a testament to consumers' value of trusted wellness shortcuts – though nutritional drinks' private label growth shows some recalculations are sometimes necessary.

The nature of nutrition drinks as convenient dietary buffers means anything that adds chaos, like parenthood, enhances their value and appeal. While some level of imperfection is an



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accepted tradeoff if it takes the edge off hunger and related binging, consumer wishlists still present formulation improvements as an opportunity.

US lifestyles poise the category for long-term, stable growth; though weight loss drinks' performance relative to nutritional drinks proves that marketing baggage can weigh brands down. Tactfully navigating communications with integrity and transparency can protect brands from criticisms that are increasingly drawing attention to corporate practices.

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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market size and forecast
- Market predictions
- Opportunities

## MARKET DYNAMICS

### Market context

### Market drivers

- Lukewarm guilt about short cuts reinforces cravings for quick nutrition
- Processing stigmas spare nutrition drinks, for now
- Evolving tensions will keep the heat on corporate ethics, transparency

### Market size and forecast

- Value of quick, convenient nutrition to carry category through 2028
- Retail sales and forecast of nutrition drinks

### Market segmentation

- Gap between nutritional and weight loss drinks widens
  - Graph 1: total retail sales and forecast of nutrition drinks, by segment, 2018-28
- Nutritional drinks: maintain strengths while adding novelty
- Retail sales and forecast of nutritional drinks
- Weight loss drinks: weight loss as a secondary benefit to healthful habits
- Retail sales and forecast of weight loss drinks

### Market share/brand share

- BellRing Brands advances on Abbott in the total nutrition drinks category
- Sales of nutrition drinks, by company
- Weight loss drinks segment only losing sales and share
- Sales of weight loss drinks, by leading companies and brands
- Premier Protein edges BellRing Brands closer to the top of nutritional drinks segment
- Sales of nutritional drinks, by leading companies and brands

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- Rising snacking tides lift nutrition drinks
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  - Graph 3: types of nutrition drinks consumed, by parental status and gender, 2024
- Older generations could use some targeted support
  - Graph 4: types of nutrition drinks consumed, by generation, 2024

#### Nutrition drink consumption frequency

- Brands can build on existing routines
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- Brand creativity brings bold subtlety

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- Premier Protein: indulge anytime, anywhere
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- Sales and forecast of nutritional drinks, at inflation-adjusted prices
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