

REVOLUTION

HOW IT ALL STARTED

HYDRATION MARKETING STARTED WITH: GATORADE & POCARI SWEAT

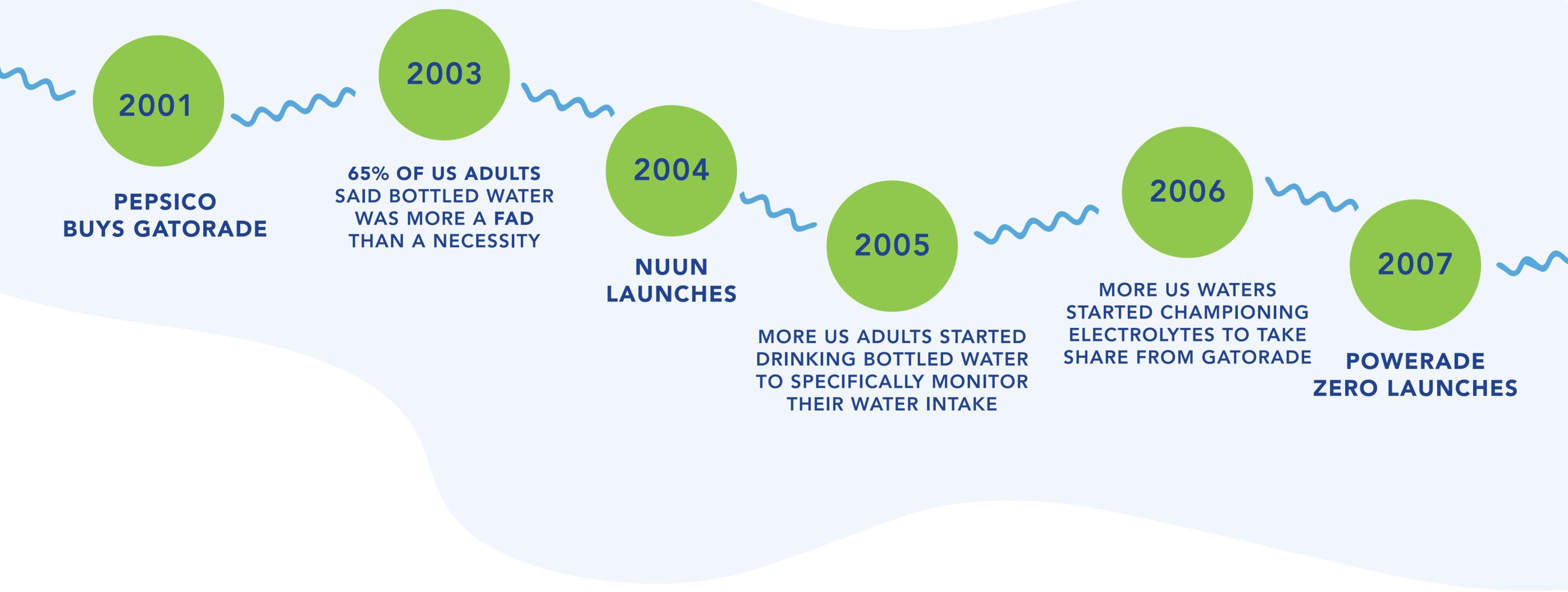


1960's: Gatorade

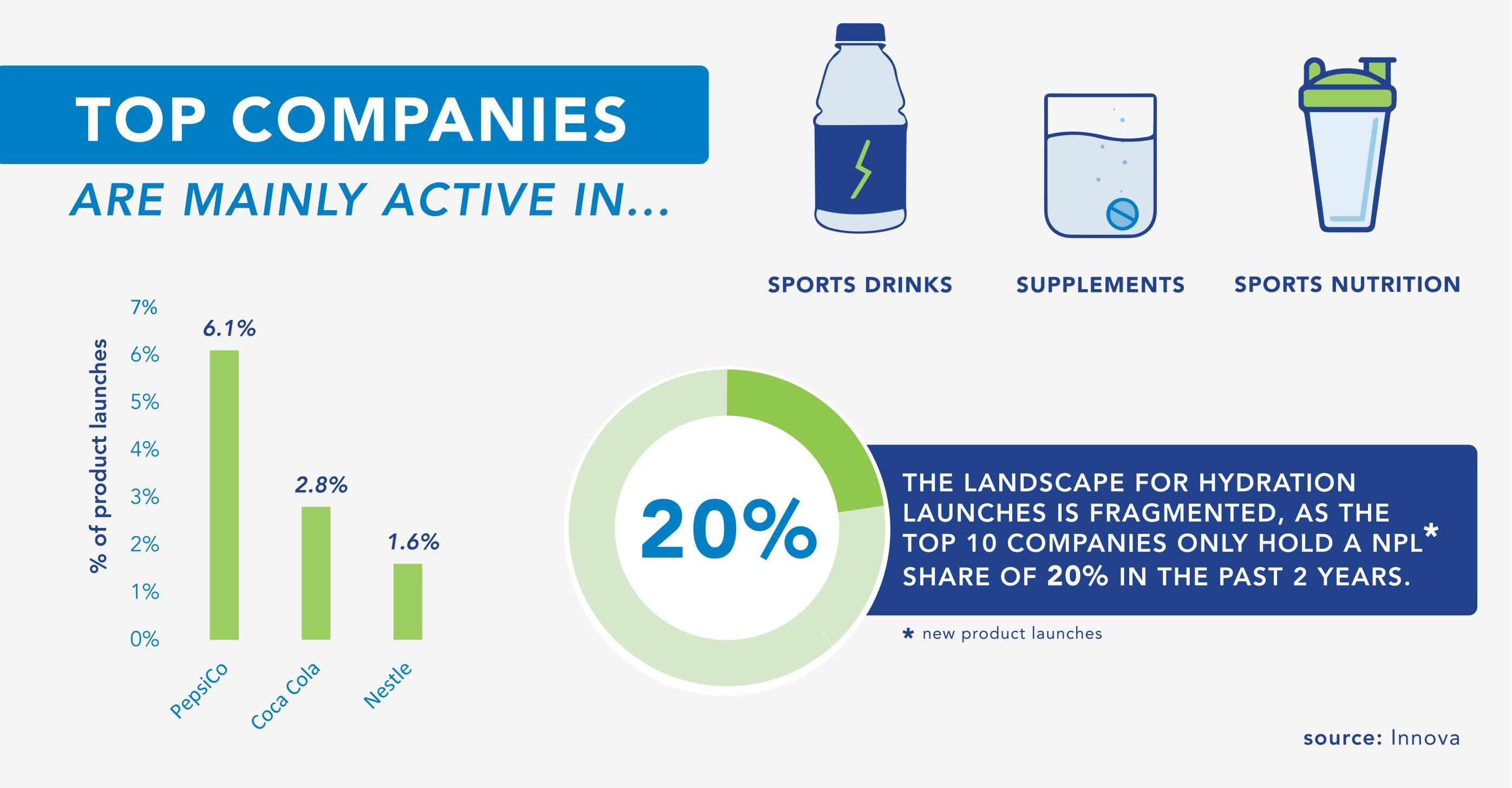
1980's: Pocari Sweat



BUT IT WASN'T UNTIL THE EARLY 2000'S THAT HYDRATION DRINKS REALLY CAME TO FRUITION



source: Mintel



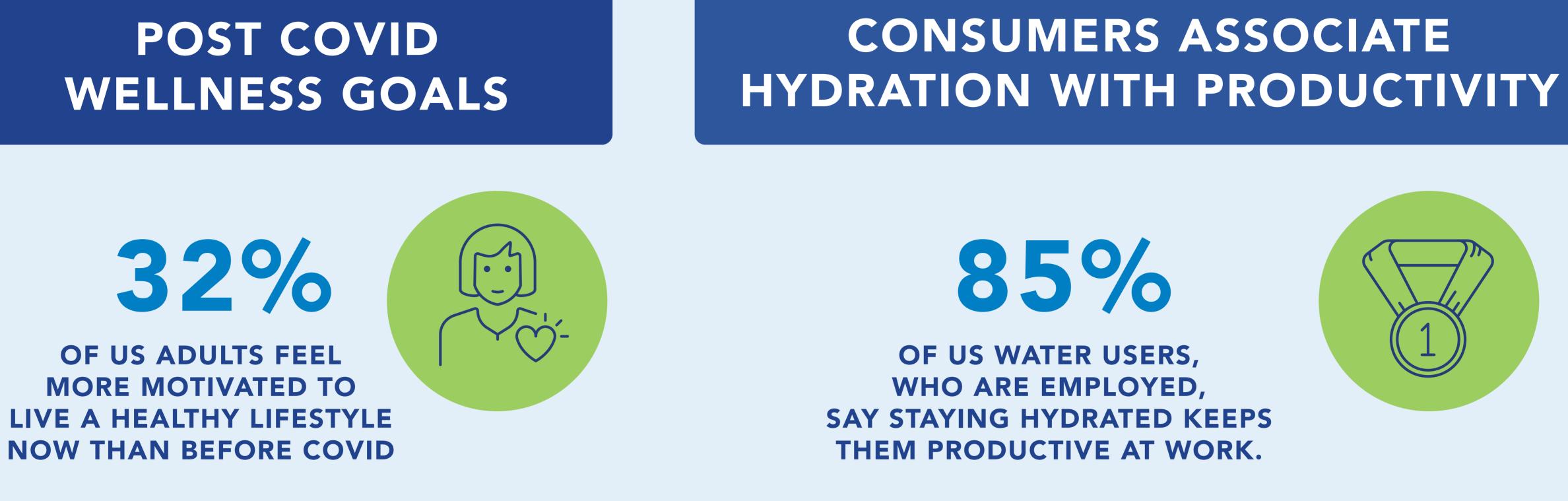


DID SO BECAUSE THEY WERE 'BETTER

56%

DID SO BECAUSE OF **INCREASED PHYSICAL ACTIVITY**

CONSUMER INTEREST IN HYDRATION HAS BEEN INTENSIFIED BY A GENERAL INCREASE IN...



source: Mintel

MILLENNIALS ARE MOST ENGAGED WITH FUNCTIONAL HYDRATION DRINKS

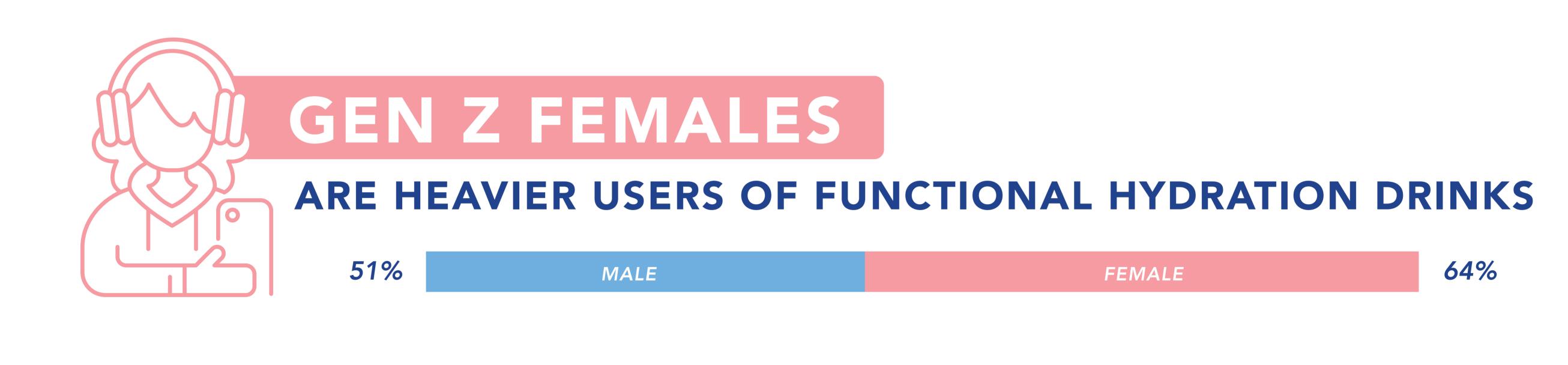


48%

* Currently Drink Beverages With This Benefit







source: Mintel

RECENT REVOLUTION

IN HYDRATION PRODUCTS

SPORTS DRINKS ARE STILL STRONG IN HYDRATION



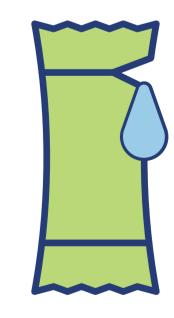
BUT THE REVOLUTION HAS STARTED WITH **NEW FORMATS**



CANS & BOTTLES Cans and plastic bottles are the format most used in hydration launches within soft drink category



TABLETS Effervescent tablets is another format used by manufacturers to sell hydration products



POUCHES & SACHETS

Pouches are increasingly used for hydration powders & mixes

PLASTIC BOTTLES Sports drink products come mainly in plastic jar formats

source: Mintel

ΤНΕ REVOLUTION



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For additional insight or to discuss your hydration needs. Email: us.inquiry@synergytaste.com

