



Freedonia Focus Reports
US Collection

Sports Drinks: United States

May 2017



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About This Report

Scope & Method

This report forecasts annual US retail sales of sports drinks in US dollars for 2017-2021. Total retail sales are segmented by product in terms of:

- sports drinks
- sports drink mixes.

This report encompasses sports beverages (as commonly defined in the industry) sold in single-serve containers for personal consumption. Excluded from the scope of this report are bulk (family-size) products as well as other single, ready-to-drink non-alcoholic beverage types (eg, bottled and enhanced waters, juice drinks, dairy beverages, and carbonated soft drinks).

To illustrate historical trends, total retail sales and the various segments are supplied for 2011-2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the Table of Contents.

Sources

Sports Drinks: United States (FF10048) is based on [Energy & Sports Drinks: US Market Trends & Opportunities](#), a comprehensive industry report published by Packaged Facts. This report encompasses sales of sports drinks in retail outlets such as convenience stores, supermarkets and other grocery stores, general merchandise stores (including warehouse clubs and supercenters), and specialty food stores. Sales by non-store retailers such as e-commerce and mail-order direct sellers are also included. Sources of market and consumer data consulted for this report encompass:

- Information Resources sales tracking through selected US retail outlets

About This Report

- government agencies such as the US Census Bureau, US Department of Agriculture, and the US International Trade Commission
- energy and sports drink producers and representative trade associations
- a wide range of pertinent industry sources, including business newspapers and magazines, company websites, consumer blogs, press releases, and trade publications.

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey, which includes a panel of 2,000 US adults (aged 18 and older) that is balanced to the national population on primary demographic measures such as age cohort, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.

Another source of consumer data in this report is Simmons Market Research National Consumer Studies. On an ongoing basis, Simmons conducts booklet-based surveys of large and randomly selected samples of consumers (approximately 25,000 for each 12-month survey compilation), which, as an aggregate, are intended to represent a statistically accurate cross-section of the US population as a whole.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 11 | Industry Codes Related to Sports Drinks

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311411	Frozen Fruit, Juice, and Vegetable Mfg	2026	Fluid Milk
311511	Fluid Milk Mfg	2037	Frozen Fruits, Fruit Juices, and Vegetables
312111	Soft Drink Mfg	2086	Bottled and Canned Soft Drinks and Carbonated Waters
312112	Bottled Water Mfg	5149	Groceries and Related Products, NEC
424490	Other Grocery and Related Products Merchant Wholesalers		

Source: US Census Bureau

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Resources

Packaged Facts

Energy & Sports Drinks: US Market Trends & Opportunities, May 2017

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Freedonia Industry Studies

Poultry Packaging Market in the US, March 2017

Alternative Sweeteners Market in the US, February 2017

Meat Packaging Market in the US, February 2017

Global Labels Market, January 2017

Natural Flavors & Fragrances, October 2016

Retail Ready Packaging, July 2016

World Flavors & Fragrances, March 2016

Food Containers: Rigid & Flexible, February 2016

Beverage Containers, June 2015

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Bottled Water: United States

Coffee: United States

Dairy Products: United States

Frozen Foods: United States

Gluten-Free Foods: United States

Healthy-Ingredient Snacks: United States

Natural & Organic Foods & Beverages: United States

Processed Food: United States

Refrigerated Coffee Creamers: United States

Single-Cup Beverage Brewing Pods: United States

Soft Drinks: United States

Sports Equipment: United States

Tea: United States

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American Dairy Products Institute
Grocery Manufacturers Association
Information Resources
National Association of Convenience Stores
Simmons National Consumer Survey
United States Census Bureau
United States Department of Agriculture
United States International Trade Commission