Sports and Energy Drinks in the United Kingdom

Contributed by Euromonitor International
Friday, 21 June 2013
Last Updated Tuesday, 03 September 2013

This report looks at the latest market trends and future market growth for the Sports and Energy Drinks industry in the UK, research undertaken by Euromonitor's team of in-country analysts.

Find hidden opportunities in the most current research data available, understand competitive threats with our detailed market analysis, and plan your corporate strategy with our expert qualitative analysis and growth projections.
If you're in the Sports and Energy Drinks industry in United Kingdom, our research will save you time and money while empowering you to make informed, profitable decisions.

TRENDS

Low-cost alternatives had a significant impact on the category in 2012, prompting a unit price decline for the sports drinks category and thus for the category overall.

COMPETITIVE LANDSCAPE

Coca-Cola and GlaxoSmithKline continue to lead sports and energy drinks with a collective hold on 38% of the energy drinks off-trade value in 2012 and 80% of the sports drink off-trade value in the UK. With 59% of the overall market under their control, other companies are slowing chipping away at their off-trade values. GlaxoSmithKline Plc (with its Lucozade brand) and Red Bull Co Ltd continued to lead the sports and energy drinks category, accounting for a combined value share of 64% in 2012. Nevertheless, this represents a continuation of the decline seen over the review period, as other manufacturers slowly gain traction with their own brands.

PROSPECTS

The key trends impacting the sports and energy category during in 2012 demonstrated a shift towards low-calorie, low-sugar and low-cost variants. There will be increased new product development in these variants during the forecast period and will thus continue to fuel in growth on the same.

Republished with permission from Euromonitor Market Research Blog, originally posted on June 2013