



# SPORTS DRINKS INSIGHTS

Transparently Delicious®

NEXT INSTORE INSIGHTS

A look at insights around what ingredients and flavors are rising in sports nutrition beverages.



## TOP 10 FRUIT CONVERSATIONS IN SPORTS BEVERAGES

	SOCIAL PENETRATION	SOCIAL GROWTH YOY
Berry	3.57%	0.6%
Orange	2.35%	39.8%
Lemon	1.49%	4.5%
Mango	1.34%	53.5%
Apple	1.05%	-3.7%
Peach	1%	55.7%
Grape	0.97%	38.5%
Strawberry	0.93%	4.7%
Lime	0.25%	-8.1%
Cherry	0.85%	17.5%

## TOP 5 NUTRITIONAL NEEDS CONVERSATIONS IN SPORTS BEVERAGES

	SOCIAL PENETRATION	SOCIAL GROWTH YOY
Electrolytes	5.63%	9.2%
Protein	5.14%	-6.3%
Carbohydrates	3.98%	5.1%
Vitamins	3.29%	-0.9%
Caffeine	2.7%	-3.6%

## TOP 5 FLAVORS LAUNCHED IN U.S. RTD SPORTS NUTRITION

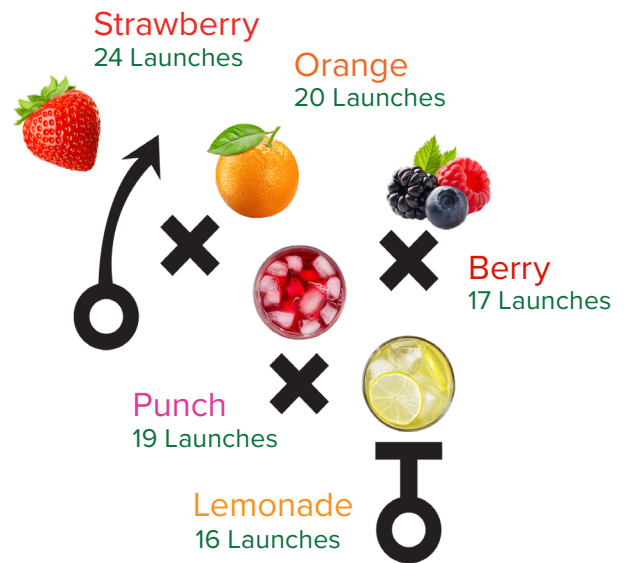
Source: Innova Market Insights, U.S. RTD Sports Nutrition Beverages, New Product Launches: January 2023 - May 2024

## TOP 5 FASTEST RISING FRUIT CONVERSATIONS IN SPORTS BEVERAGES

	SOCIAL PENETRATION	SOCIAL GROWTH YOY
Breadfruit	0.06%	316%
Tangerine	0.1%	90%
Kiwi	0.22%	84.4%
Black Cherry	0.06%	66.4%
Cranberry	0.21%	60.10%

\*Social penetration and share represent the amount of social conversations linked to the subject matter. The higher the percentage, the greater the penetration of the ingredient in conversations around the category.

Source: Tastewise August 2023



INNOVATORS IN NATURAL AND ORGANIC FLAVORS FOR OVER 40 YEARS

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