

FIVE
REASONS
WHY



SPORTS DRINKS

1



FUNCTIONAL DRINKS

ARE ONE OF
THE MOST

IMPORTANT

CATEGORIES

IN THE

21ST CENTURY.

2

BENEFIT FROM
A STRONG TREND

SELF OPTIMI ZATION

PEOPLE ARE KEEN
TO GET THE BEST
OUT OF
THEMSELVES.



3

PROFIT FROM A

GROWING CATEGORY

MORE
THAN

+30%

GLOBAL
TILL 2029

SOURCE:
GLOBAL DATA
BASED ON 2024



4

BENEFIT FROM
THE BIG AND GROWING
TARGET GROUP OF
HEALTH CONSCIOUS
PEOPLE

REGULAR
EXERCISE
IS PART OF
THEIR



HEALTHY LIFESTYLE

5

OFFER
PEOPLE

HYDRATION ENERGY GREAT TASTE

IN ONE
CONVENIENT
BEVERAGE.



esarom

YOUR
PARTNER
IN TASTE.

ESAROM GMBH
AUSTRIA
2105 OBERROHRBACH
ESAROMSTRASSE 51
OFFICE@ESAROM.COM
T +43/22 66/804 44-0
WWW.ESAROM.COM

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