

FIVE
REASONS
WHY



eSPORTS DRINKS

1

Tap into a massive

GROWING MARKET

The gaming and eSports community is expanding rapidly, with millions of highly engaged consumers.



2

Benefit from a **TOP PERFORMING CATEGORY**

Sports Drinks
more than

+30%

global till 2029

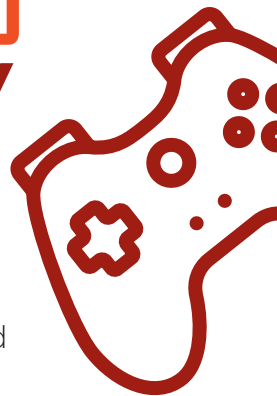
SOURCE: GLOBAL DATA,
BASED ON 2024

3

Enhance performance

GO BEYOND ENERGY

Today's gamers want more than just a caffeine kick: focus, reaction time, and stress support.



4

Ride the wave

CONNECT WITH THE TREND SETTING YOUTH

Gen Z and Millennials dominate the eSports scene.



5

Boost your business

GLOBAL SCALABILITY

eSports is a global phenomenon, not limited by geography.



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