

FIVE
REASONS
WHY

ISOTONIC DRINKS

1

HEALTH-DRIVEN DEMAND IS BOOMING

By replenishing fluids and electrolytes lost during physical activity, isotonic drinks meet the rising demand for functional, health-supporting beverages.



2

BEYOND THE GYM

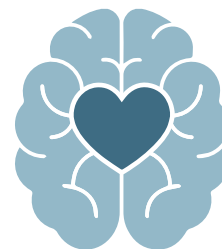
Isotonic drinks are no longer just for athletes.

They're seen as refreshing and enjoyable, making them ideal for:

- Post-workout hangouts
- Outdoor activities
- Workplace hydration

3

SUPPORTING LIFESTYLE & MENTAL PERFORMANCE



Consumers are looking for drinks that fuel both physical energy and mental clarity.

Isotonic beverages are perfectly positioned to meet these needs.

Consumers recognize hydration as essential for health and mental performance, therefore the category is set for strong growth.

4

SIMPLE TO UNDERSTAND & EASY TO ADOPT

No need for complex messaging.

This makes them easy to market and to gain consumer trust.



5

ALL-DAY REFRESHMENT

NEW GROWTH POTENTIAL

Repositioning isotonic drinks as all-day thirst quenchers unlocks new consumption occasions.

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IN TASTE.

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