

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.

This audience is ready for products tailored to their lifestyle.



2

## Benefit from the **HIGH CONSUMPTION POTENTIAL**

Gamers play for hours at a time, creating frequent and long-lasting consumption occasions.

Drinks that support hydration and sustained energy are in high demand, driving repeat purchases.

3

Enhance performance

## **GO BEYOND ENERGY**

Today's gamers want more than just a caffeine kick.

Products with nootropics and vitamins offer real performance benefits – focus, reaction time, and stress support.



4

## Ride the wave **CONNECT WITH TRENDSETTING YOUTH**

Gen Z and Millennials dominate the eSports scene.

They're health-conscious, brand-aware, and open to innovation. Perfect for launching bold flavours and premium lifestyle drinks.



5

## Boost your business **GLOBAL SCALABILITY**

eSports is a global phenomenon, not limited by geography.

A successful eSports drink can scale across regions with localized branding and online distribution.



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