

Instant Hydration

Products promoting “Instant Hydration” have had momentous growth outpacing the remaining category.

Instant Hydration products had

\$543M

in dollar sales in this year.

Instant Hydration products have a

+73%

3-Year CAGR

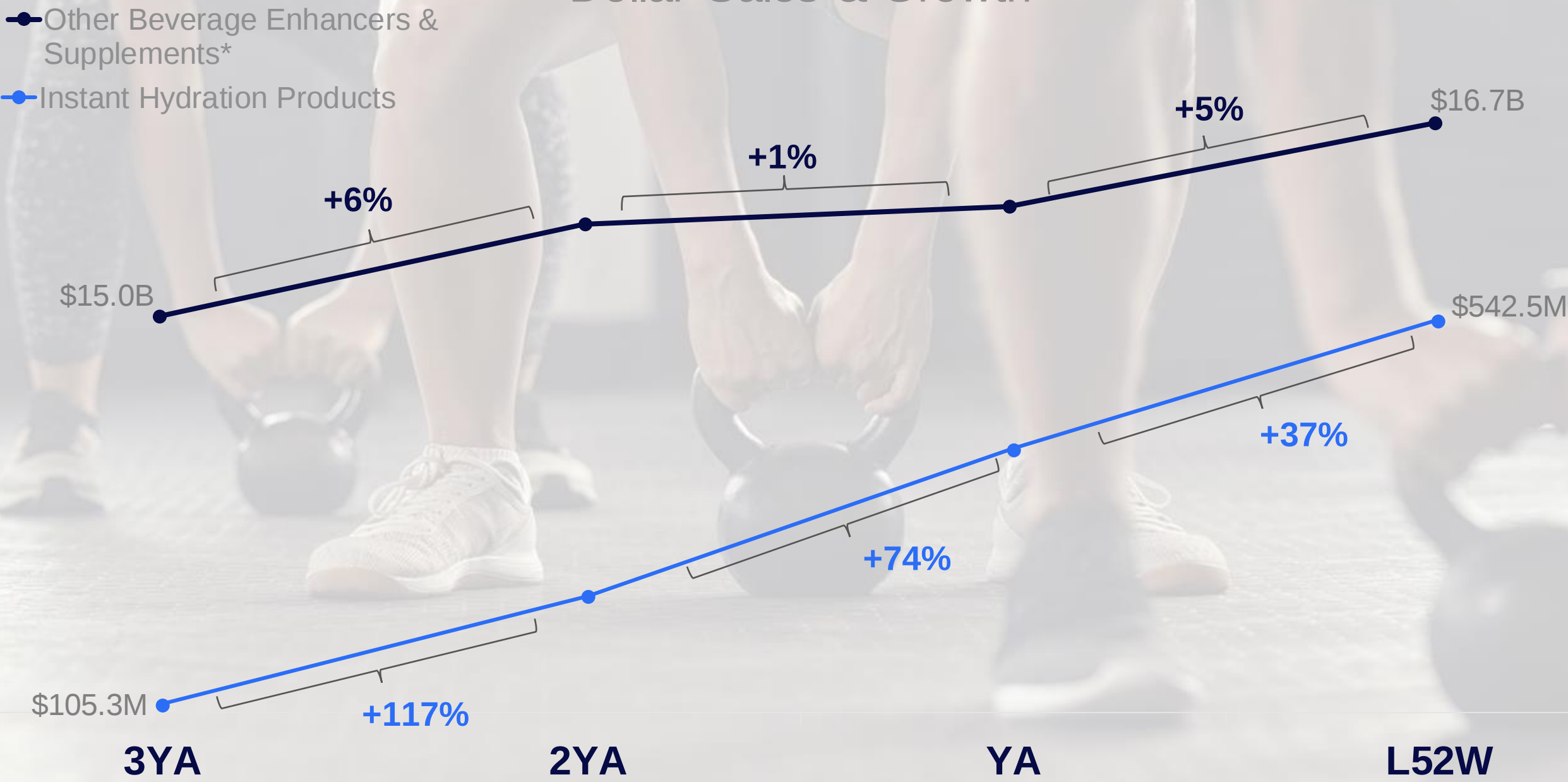
Instant Hydration products gained

63

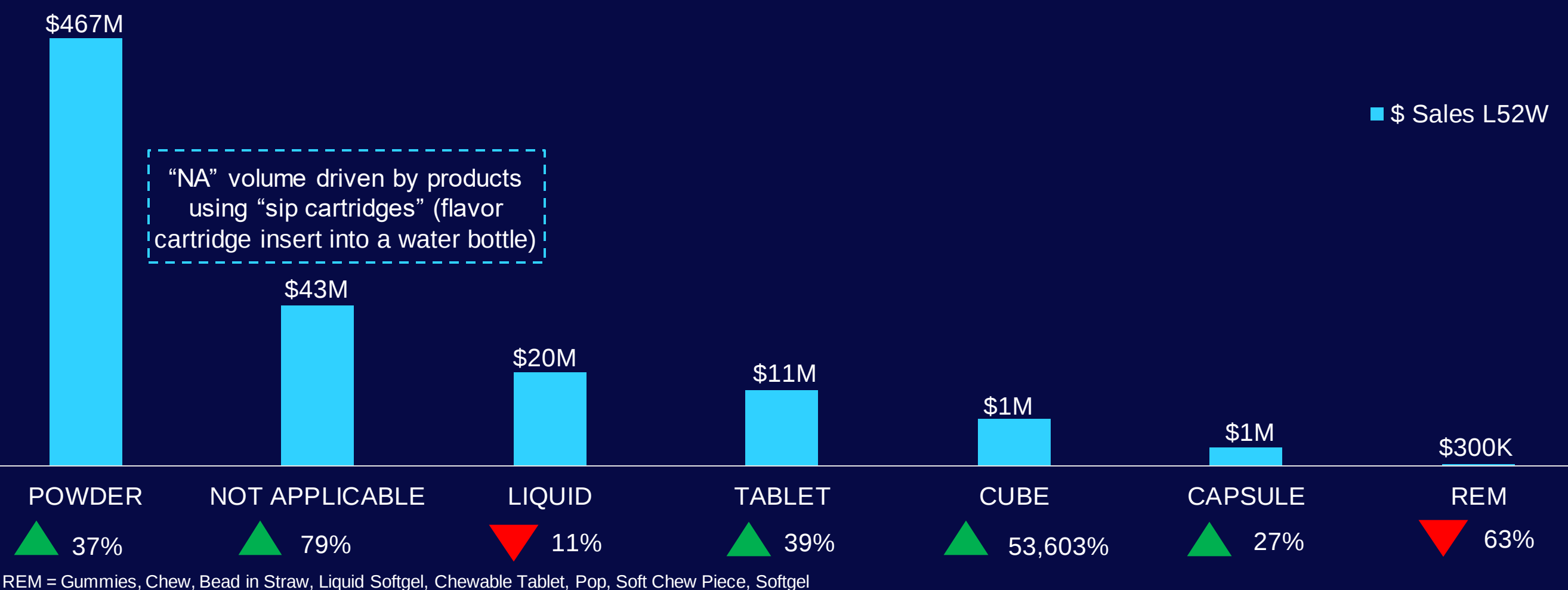
new UPCs in L52W.

Instant Hydration vs. Other Beverage Enhancers & Supplements*

Dollar Sales & Growth



Instant Hydration Forms Performance in L52W - Total US xAOC + Conv



Key Takeaways



1. Products that claim added benefits, such as “instant hydration” are gaining distribution and growing sales. Trend spotting and tracking is the first step on your path to activation through innovation and targeting.
2. After gaining a fundamental understanding of attributes/trends in your category, take your understanding to the next level by identifying consumer white space opportunities at the attribute level. Which attributes drive consumer loyalty and which attributes can aid in developing household penetration?
3. Powder is the dominant form in Instant Hydration, and liquid declines as tablets and cubes are the new forms taking over. When innovating in this space, consider exploring white spaces in proven forms or capitalizing on those still developing.

Reach out to your NIQ representative to learn which claims are most relevant to your brand with NIQ’s Product Insight!



Scan the QR code for more beverage related insights