

What's Shaking? Growth in Nutritional Powders & Shakes

As the traditional beverage aisle struggles with flattening consumption for many categories, Nutritional Beverages are seeing a surge. What channels and attributes drive this opportunity?

Nutritional Beverage* is a

\$6.8B

category, surpassing Sparkling Water and Liquid Tea sales.

The category has premiumized, with 'everyday' prices

+12%

vs YA and stable volume

Total Distribution Points grew

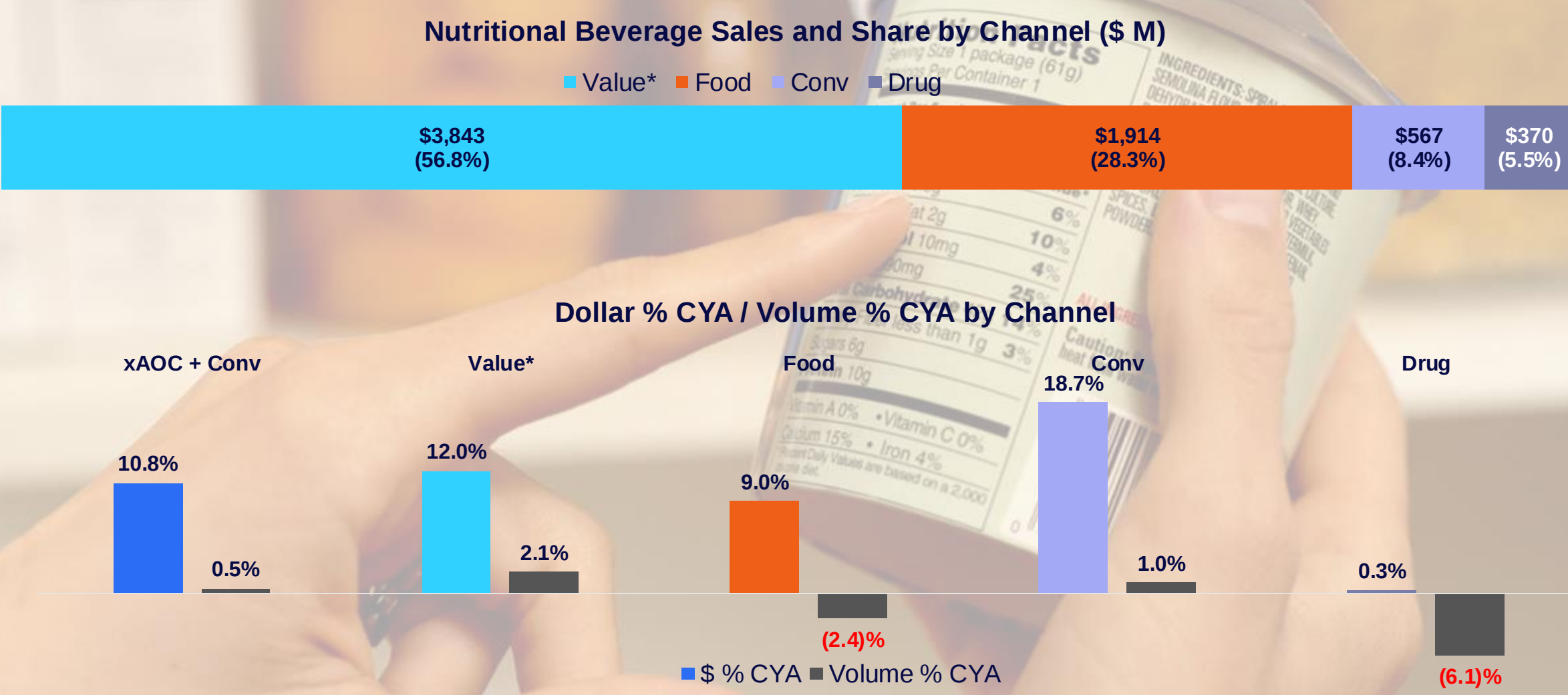
+3.4%

with the largest shelf gains in C-Store

*Nutritional Beverages include Health/Nutrition, Performance, Specialty, Meal Replacement and Weight Management Powders & Shakes.

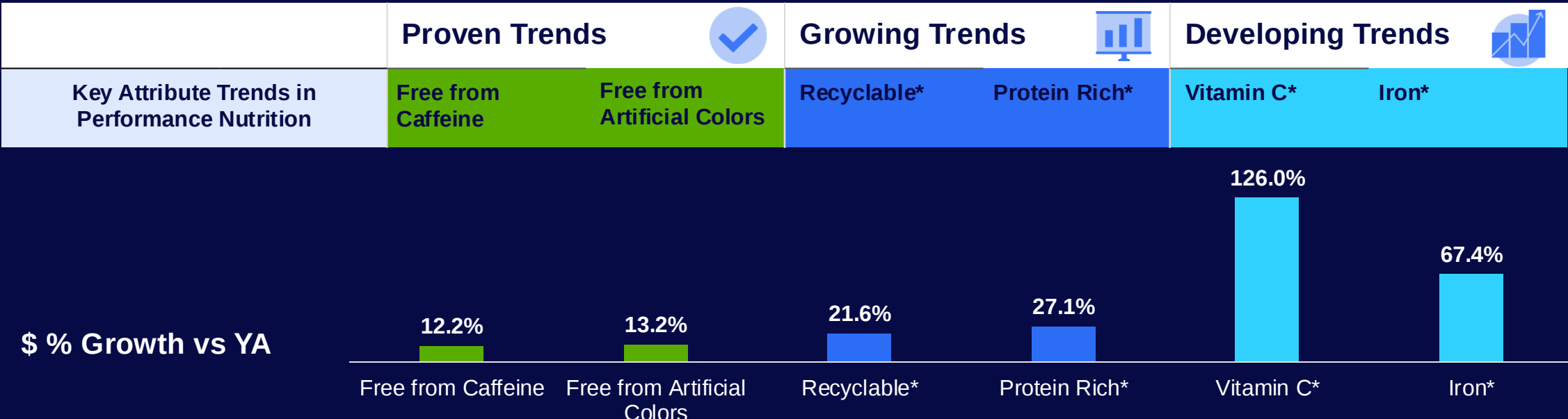
Value* Retail and C-Store outpace Grocery and Drug channels

Premiumization was most prevalent in Convenience, where everyday prices rose by 19% from YA



Source: NIQ Homescan Panel, 52 w/e 8/10/2024 vs YA. NIQ RMS, Total US xAOC + Convenience, 52 w/e 8/10/24 vs YA. *Value = Mass + Club + Dollar Retailers

‘Caffeine Free’ and ‘Protein Rich’ among key Performance Nutrition attributes



In the latest year, [Millennials](#) and [Gen Z](#) drove nearly **60%** of Nutritional Beverage growth.

Source: NIQ Product Insight, Total U.S. xAOC, 52 w/e 6/29/2024 vs YA. (Refers to total Performance Nutrition category). NIQ Homescan Panel, 52 w/e 8/10/2024 vs YA.

Key Takeaways

1.
- As traditional RTD beverages struggle to grow volume, consumers appear to be turning more frequently to beverages that pack a nutritional punch. In fact, penetration for this category grew 1.6pts to 39.4% in the latest year alone, even as products command a higher price premium. Consider opportunities to extend your wellness brand into the Nutritional Beverage space.
2.
- Nutritional Beverage is gaining popularity in Value* and Convenience channels, which each have distinct go-to-market nuances. Do you have adequate assortment and pricing strategies to develop your brand in the channels where consumers prefer to shop? Are you prepared to capture impulse purchases in c-store with your on-shelf execution?
3.
- Better-for and Protein Rich attributes are among the key growth drivers for the Nutritional Beverage category today. Ensure you leverage opportunities to message your product's relevant benefits and ingredients clearly on pack in the near term, while evaluating opportunities for new product development and reformulation in the longer term.

For more information about the channels, attributes and shopper trends driving Omnichannel growth for your beverage segment, reach out to your NIQ representative.



Scan the QR code for more health insights

Share your [feedback](#) with us here!