

COCA-COLA® offers a variety of brands to support the **FITNESS HYDRATION** occasion.  
Key beverage categories for the **FITNESS HYDRATION** occasion: bottled water, sports drinks and value-added dairy.

More people are exercising than ever before, with 54% of adults meeting recommendations for aerobic exercise, requiring beverages to replenish lost fluids and nutrients <sup>1</sup>



**FITNESS  
HYDRATION**

Beverages to help consumers  
prep, perform, and recover  
from their physical activity



**Why consumers purchase beverages for FITNESS HYDRATION**

Replenish Lost Fluids and Help Me Stay in Shape <sup>2</sup>

Help me grow stronger and healthier <sup>2</sup>



#1 BASE WATER BRAND IN  
DOLLARS AND AMONG SINGLE  
SERVE WATER BRANDS <sup>3</sup>



1.9x SALES VS NEAREST  
COMPETITOR <sup>4</sup>



#1 DOLLAR VOLUME SKU IN  
SPORTS DRINK CATEGORY  
WITH MTN BERRY BLAST <sup>5</sup>



16 QUARTERS OF  
CONSECUTIVE GROWTH  
VS PRIOR YEAR <sup>6</sup>



FASTEST GROWING  
BRAND IN SPORTS  
NUTRITION CATEGORY <sup>7</sup>

SOURCES: 1. CDC. Secondary and Qualitative Research, 2. 2019 Consumer Beverage Landscape Study, 3. Nielsen Scanning, AMC 2018, 4. Nielsen 6.2020, 5. Nielsen Total AMC Sports Drinks Items \$ Vol, 2019, 6. Nielsen Total AMC \$ Vol Chg by Quarter vs PY Q2 2016 - Q2 2020, 7. Nielsen Total US AMC Jan - July 2020