

FIVE  
REASONS  
WHY



# SPORTS DRINKS

1



## FUNCTIONAL DRINKS

ARE ONE OF  
THE MOST

## IMPORTANT

CATEGORIES  
IN THE  
21<sup>ST</sup> CENTURY.

2

BENEFIT FROM  
A STRONG TREND

## SELF OPTIMI ZATION

PEOPLE ARE KEEN  
TO GET THE BEST  
OUT OF  
THEMSELVES  
AND SUPPORT  
THEIR BODY  
THE BEST  
THEY CAN.



3

BENEFIT FROM  
THE BIG AND GROWING  
TARGET GROUP OF  
HEALTH CONSCIOUS  
PEOPLE

REGULAR  
EXERCISE  
IS PART OF  
THEIR



## HEALTHY LIFESTYLE

4

PROFIT FROM A

## GROWING CATEGORY



GLOBAL  
TILL 2028

SOURCE:  
GLOBAL DATA

5

OFFER  
PEOPLE

## HYDRATION ENERGY GREAT TASTE

IN ONE  
CONVENIENT  
BEVERAGE.



**esarom**

YOUR  
PARTNER  
IN TASTE.

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