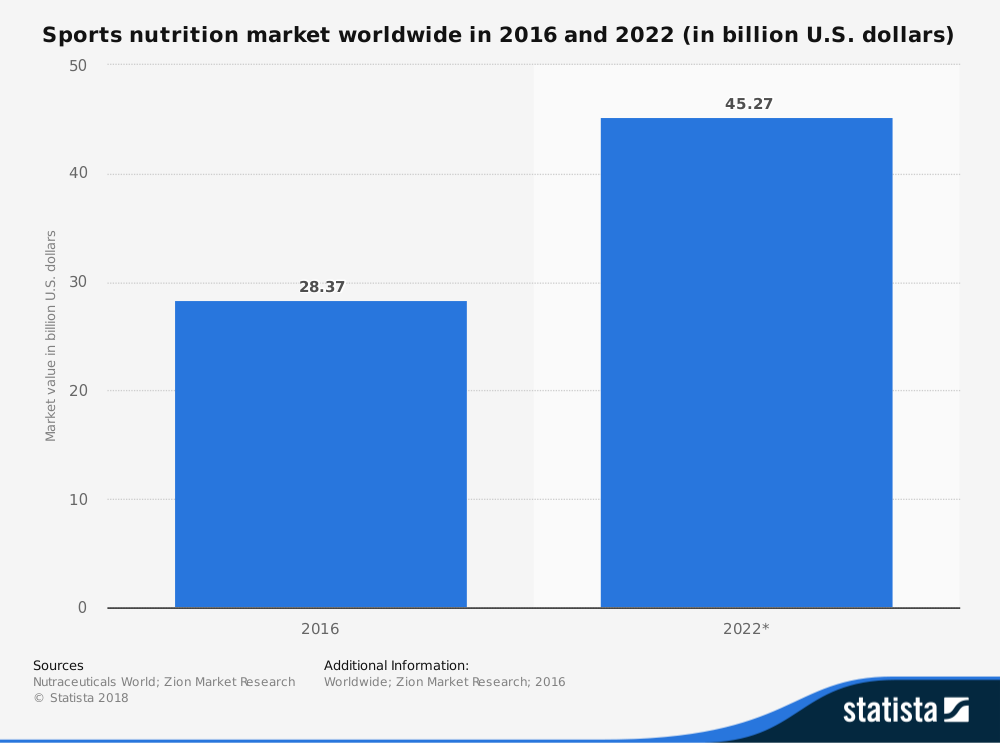
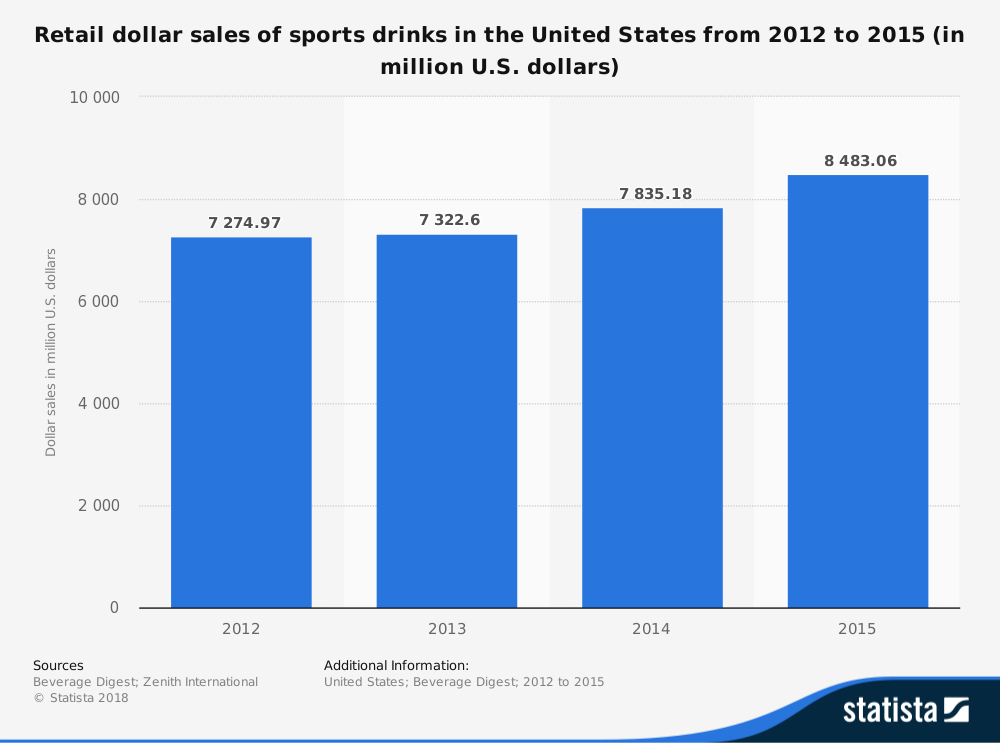
Product/Service Marketplace



*Existing Marketplace:*

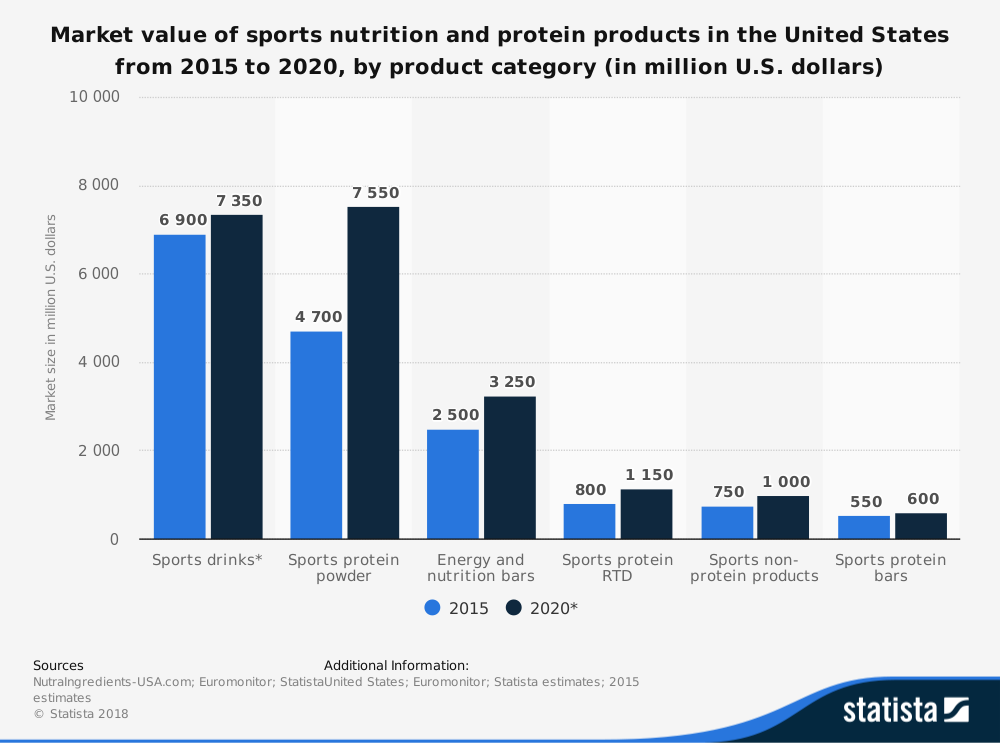
In 2016, the global sports nutrition market was worth approximately 28.37 billion U.S. dollars (2). This means there is a large advantage and great opportunity to work within the sports nutrition and product industry. This is proven with the projected forecast of $45.27 billion in 2020 for the sports nutrition market worldwide.

*Target Market:*

Students and young professionals who drink sports or energy drinks in order to replenish or increase activity during and after workouts or while in the office.

*More Information:*

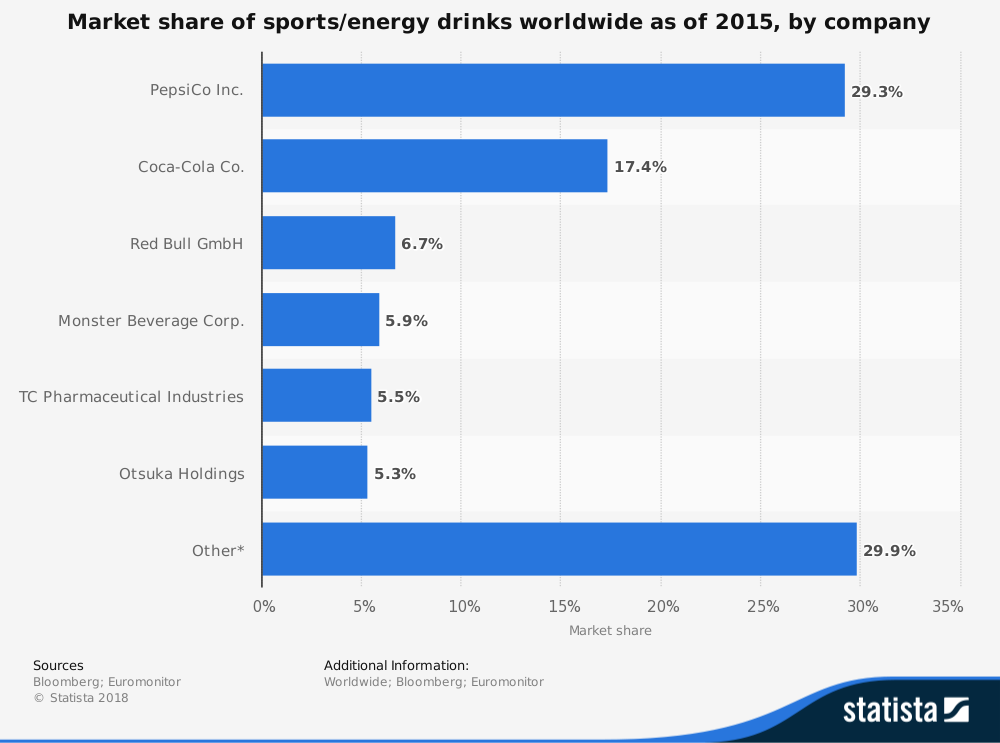
This image (1) shows the growth from 2012 to 2015 in the US. With the past statistic of the projected forecast of $45.27 billion in 2020 in the sports nutrition market worldwide, it was highly probable that there will be a high demand for these products focusing on the US.



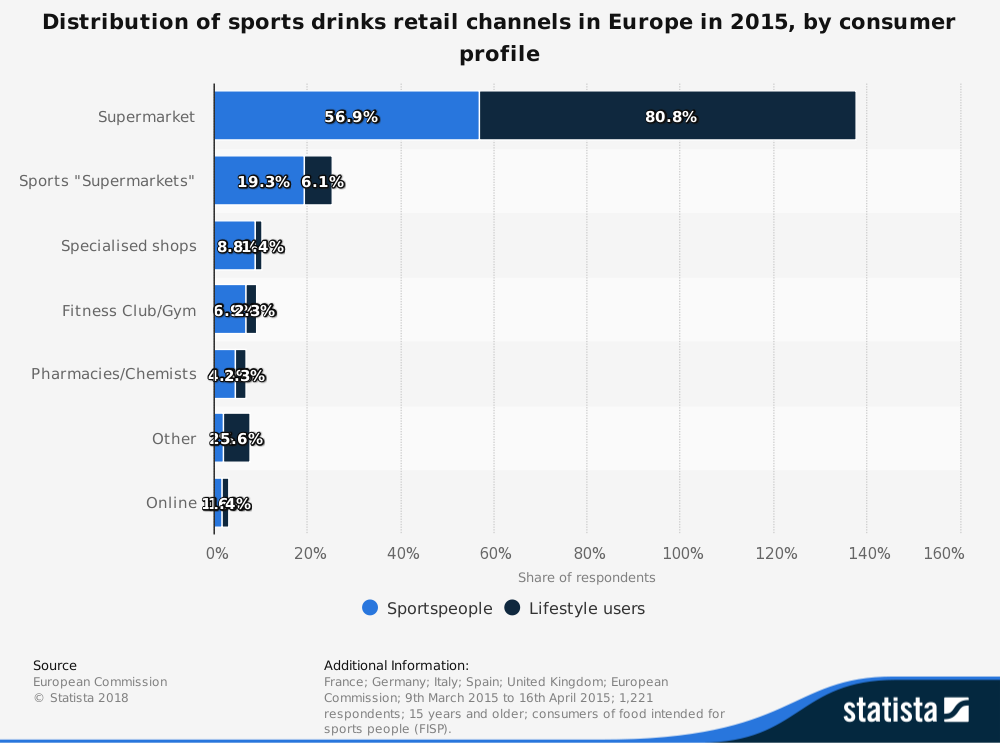
*Existing Marketplace Continued:*

This image (3) shows the different products within the sports and energy nutrition sector within the US from 2015 to the projected year of 2020. This is important because the most used product is sports drinks. In 2015, $6.9 million was spent in the United States and by 2020 profit will reach to over $7.3 million. This means there is high demand for sport drinks in the US.

*Major Competitors:*

This image (4) shows how much each company holds in market shares within the sports/energy drinks sector. The top three competitors within our field would be PepsiCo Inc., Coca-Cola Co., and Red Bull GmnH. This is important to note because from their experience in the field we can gather what type of marketing and advertising worked or hurt their company. 

*Distribution:*

Vygorade will be distributed through three main retail channels. These will include but are not officially limited to supermarkets, sports focused supermarkets, and specialized shops. These were chosen due to the image (5) to the right. Statistics have shown that whether the person is a lifestyle user or and sportsperson, they both regularly visit both in shopping for sports drinks.

*Why customers will choose Vygorade:*

Vygorade is a sports and energy drink, incorporating the benefits from each type of drink in order for the customer to experience the kick of energy and the electrolyte replenishment. With this ever-growing market, the only way we can infiltrate it is to create a strong sense of brand loyalty. This means getting college students and young professionals on board with Vygorade. Marketing Vygorade in a way that shows the positive benefits from drinking the sports and energy drink. This will be explained in greater detail in the next section, The Marketing Strategy.

*How Vygorade is Different:*

Vygorade is a drink incorporating aspects of both sports drinks and energy drinks. The difference between a sports and energy is that “energy drink contain stimulants, primarily caffeine and sugar, which give a temporary boost to performance. Because caffeine concentration in the blood peeks about two to four hours after consumption, the caffeine boost is usually maximized if the beverage is drunk 1-2 hours prior to the start of an endurance activity. Energy drinks don't make a big difference in short events (6).” The negative aspect of energy drinks are that “Caffeine also acts as a diuretic, causing kidneys to pull more water out of the bloodstream than the digestive system can pull into the system from the drink (6).” With Vygorade, we will incorporate the replenishing factor of electrolytes from a sports drink. “Sports drinks are the most appropriate hydration fluid during strenuous activity. They contain no stimulants, only carbohydrate, and salts to replace those lost in sweat. A sports drink helps replace carbohydrates and electrolytes and is better at minimizing the possibility of dehydration than water alone (6).” By including both aspects of energy and sports drinks, Vygorade is the best form of nutrients whether you are working out or getting through the workday.

The bottle itself is also created from recycled plastic in order to better the world’s trash problem. While this is more expensive undertaking in relation to the manufacturing of the bottles, Vygorade focuses on bettering the world rather than hurting it.

*Citations:*

1. Zenith International. "Retail Dollar Sales of Sports Drinks in The United States from 2012 to 2015 (in Million U.S. Dollars)." *Statista - The Statistics Portal*, Statista, [www.statista.com/statistics/448605/dollar-sales-of-sports-drinks-in-the-united-states/](http://www.statista.com/statistics/448605/dollar-sales-of-sports-drinks-in-the-united-states/) , Accessed 8 Oct 2018
2. Nutraceuticals World. "Sports Nutrition Market Worldwide in 2016 and 2022 (in Billion U.S. Dollars)." *Statista - The Statistics Portal*, Statista, [www.statista.com/statistics/450168/global-sports-nutrition-market](http://www.statista.com/statistics/450168/global-sports-nutrition-market)/ , Accessed 8 Oct 2018
3. Statista. "Market Value of Sports Nutrition and Protein Products in The United States from 2015 to 2020, by Product Category (in Million U.S. Dollars)." *Statista - The Statistics Portal*, Statista, [www.statista.com/statistics/727930/sports-nutrition-market-size-by-product-us/](http://www.statista.com/statistics/727930/sports-nutrition-market-size-by-product-us/) , Accessed 8 Oct 2018
4. Bloomberg. "Market Share of Sports/Energy Drinks Worldwide as of 2015, by Company." *Statista - The Statistics Portal*, Statista, [www.statista.com/statistics/387428/market-share-of-leading-sports-energy-drinks-companies-worldwide/](http://www.statista.com/statistics/387428/market-share-of-leading-sports-energy-drinks-companies-worldwide/) , Accessed 8 Oct 2018
5. European Commission. "Distribution of Sports Drinks Retail Channels in Europe in 2015, by Consumer Profile ." *Statista - The Statistics Portal*, Statista, [www.statista.com/statistics/718191/sports-drinks-retail-channels-distribution-europe-consumers/](http://www.statista.com/statistics/718191/sports-drinks-retail-channels-distribution-europe-consumers/) , Accessed 8 Oct 2018
6. Brewer, Dick. “Sports Drinks vs. Energy Drinks.” *Sports Drinks vs. Energy Drinks*, Florida LMSC Newsletter, Aug. 2006, [www.minnows.info/Information/sports\_energy\_drinks.html](http://www.minnows.info/Information/sports_energy_drinks.html).