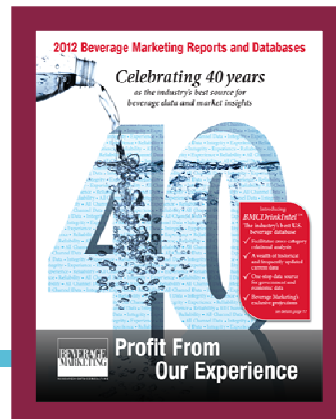


# THE RELAXATION BEVERAGE MARKET IN THE U.S.

2012 EDITION (Published December 2012. Data through 2012. Market projections through 2017.) More than 40 pages, with extensive text, graphs, charts and tables



As the proliferation of “beverages with benefits” continues with the introduction of a variety of drinks marketed as delivering specific functional results, Beverage Marketing focuses on a niche within a niche: relaxation beverages.

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HAVE  
QUESTIONS?

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## THE ANSWERS YOU NEED

*The Relaxation Beverage Market in the U.S.* measures volume and wholesale dollar sales, covers top brands and discusses key issues in the relaxation beverage market. BMC's exclusive five year projections are furnished. Questions answered include:

- What are the key players in the still relatively new U.S. relaxation beverage market, and how did they perform in 2012?
- What are the driving forces behind these particular functional beverages?
- Which ingredients distinguish the category?
- What are the growth prospects for the relaxation beverage market?

## THIS REPORT FEATURES

*The Relaxation Beverage Market in the U.S.* covers an emerging sub-segment of the wellness and functional beverage marketplace, with in-depth analysis, this report discusses trends, issues and brands and charts the volume and growth of beverages engineered to help consumers relax. Market projections through 2017 are also provided. In this report, users get a thorough understanding of all facets of the relaxation beverage market including:

- Wholesale dollar sales and volume of the relaxation beverage market going back to 2007
- Discussion of the sub-segments of the relaxation beverage market and which are likely to be the most successful
- Analysis of the marketing and product strategies of the leading companies including Marley Beverage, Rockstar, iChill and others
- Brand by brands wholesale dollar sales - historical through preliminary 2012 results - for Dream Water, Marley's Mellow Mood, Relax/Zen Body Works, Neuro, Drank and others
- A probe into the future of relaxation beverage market, with Beverage Marketing's wholesale dollar and volume category projections to 2017

*Focus Report*

# The Relaxation Beverage Market in the U.S.

December 2012

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RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Though perhaps not in every case, beverages associated with particular functions did gain some momentum among consumers.

- The number of need-state targets for marketers has exploded in recent years. As consumer sophistication grows, product demand has gotten more specialized. Consumers are growing in sophistication, with increasing benefit expectations for beverages. Consumers will increasingly demand to be treated as individuals – i.e., “What products are right for me?”
- Whereas consumers typically sought refreshment and fun at a good price from their refreshment beverage repertoire, they are more often than not looking for health and wellness, as well as function, from more targeted niche products.
- When this combination delivers, consumers are more willing to pay more for the products they purchase. Of course, there is also a limit to what they will pay, as some in the functional beverage realm have found out the hard way.

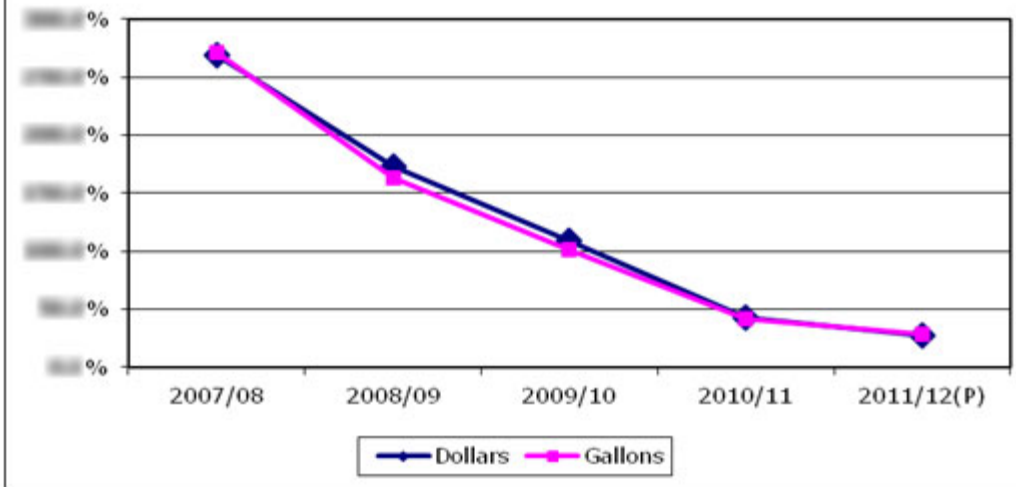
As noted, as the leading functional beverage segment, energy drinks, provide the benchmark and blueprint for other functional beverage categories. However, the nexus between energy drinks and relaxation beverages is even closer.

- On the face of it, *energy* and *relaxation* are antonyms. As such, relaxation beverages are often referred to as anti-energy drinks (or anti-Red Bull).
- In the short span in which relaxation beverages have permeated the social consciousness, however, there seems to be a bifurcation between sleep induction and stress reduction. Another term bandied about is “focused energy,” as opposed to the supposed untamed “crash and burn” of caffeine- and sugar-laced energy drinks.

As always, whichever way relaxation beverages are marketed is somewhat dependent on the predilections of the individual marketer. However, the choice of ingredients also somewhat determines, or is determined by, the marketing message.

- Specifically, melatonin – which is found in relaxation beverages such as Drank and iChill – is associated with inducing sleep. L-theanine, a compound found in tea (*Camellia sinensis*) – most prominently, green tea – is reputed to provide stress reduction. Thus, tea is seen as both invigorating (due to caffeine) and relaxing (due to L-theanine). The previous decade saw a vast increase in awareness and messages about the beneficial properties of L-theanine on the part of tea drinkers and marketers.

### RELAXATION BEVERAGES' GROWTH SLOWS % change, 2008 - 2012(P)



(P) Preliminary

Source: Beverage Marketing Corporation

**LEADING RELAXATION BEVERAGE BRANDS  
CHANGE IN WHOLESALE DOLLAR SALES  
2009 – 2012(P)**

<b>Company</b>	<b>Brand</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12(P)</b>
Marley Beverage Company	Marley's Mellow Mood	--	--	1000.0%	1000.0%
Rockstar	Relax	--	--	--	--
Neuro Drinks	Neuro	--	--	1000.0%	1000.0%
Innovative Beverage Group	Drank	1000.0%	1000.0%	1000.0%	1000.0%
Bebida Beverage Company	Koma Unwind	--	1000.0%	1000.0%	1000.0%
The Relaxing Company	Mary Jane's	--	1000.0%	1000.0%	1000.0%
ViB Holdings	Vacation in a Bottle	1000.0%	1000.0%	1000.0%	1000.0%
Dream Products	Dream Water	--	1000.0%	1000.0%	1000.0%
RelaxZen	RelaxZen/Body Works	--	1000.0%	1000.0%	1000.0%
Frontier Beverage	Unwind	--	--	1000.0%	1000.0%
iChill	iChill	--	1000.0%	1000.0%	1000.0%
<b>Subtotal</b>		<b>1000.0%</b>	<b>1000.0%</b>	<b>1000.0%</b>	<b>1000.0%</b>
All Others		1000.0%	1000.0%	1000.0%	1000.0%
<b>TOTAL</b>		<b>1000.0%</b>	<b>1000.0%</b>	<b>1000.0%</b>	<b>1000.0%</b>

(P) Preliminary

Source: Beverage Marketing Corporation