

News monitored for: Pepsi - Corporate



GATORADE: MORE ENERGY?



PepsiCo has ambitious plans for its Gatorade brand. The beverage giant plans to convert Gatorade into a series of non-beverage based products. The tremendously successful energy drink holding a market share of over 73.7% in the US energy drink market, which is valued at over \$7 billion, now plans to enter and dominate the \$20 billion market of sports nutrition. With this in mind, the development team has begun intensive trial and testing program involving top athletes from various sports. The products that are open to it for development include energy bars, gels, protein shakes among others. The shift in product strategy couldn't have come at a better time considering the decrease in appeal and market share the brand seems to be going through, though still enjoying the market leaders position. The need of the hour as rightly hypothesised by the PepsiCo management is to reinvent itself and enter newer growing segments and to grow with them rather than risk not taking the risk and stagnate. Not to mention the fact that venturing into unknown territories is the true trait of a market leader.