

POWERADE®

The Harder-Working Sports Hydration
That Works As Hard As You Do

IT TAKES **MORE**



50% MORE
ELECTROLYTES*
VS. GATORADE
THIRST
QUENCHER

AVAILABLE IN:



28oz Single



20oz Single



20oz 8pk



12oz 8pk

PARTNERS:



65%

category buyers more likely to purchase Powerade due to 50% more electrolyte claim¹

34

STRAIGHT weeks of YoY \$ share growth²

#1

HIGHEST-SELLING SUMMER since at least 2020²

Source (1): *NIQ Bases Product Test June 2023. P3M category buyers. Aged 13-54. N = 150.
SOURCE (2): Neilson AMC W/E 8.31.24 - "Summer" is defined 14 weeks following Memorial Day weekend
*Per 12 fl oz: POWERADE - 240mg (Sodium), 80mg (Potassium); Gatorade Thirst Quencher - 160mg (Sodium), 50mg (Potassium).