

**Table 22.5.** Segments identified among consumers of sports drinks

		Segment			
		1	2	3	4
	<i>Base size</i>	79	41	68	44
	<i>Additive constant</i>	59	60	72	53
Segment 1: Health conscious					
E08	Vitamins, minerals, and herbal energy to replace the essential body elements that are depleted during daily activities	13	4	-2	1
E04	A sports drink with all the vitamins, minerals, and energizing ingredients you need	11	4	-1	1
E03	A sports drink that's engineered to refuel your working muscles	11	3	-1	4
E07	Liquid hydration and a mix of energy releasing B vitamins	10	3	-1	-3
E06	An optimal combination of fluids, carbohydrates, and minerals designed to quench your body's deepest thirst	10	4	-1	1
E05	A sports drink . . . a light taste with complete balanced nutrition to help you stay healthy, active, and energetic	8	2	0	6
E09	A system of high performance beverages that fuse science with an understanding of human physiology	7	-2	-3	-1
E02	Liquid hydration and energy drink	6	2	-1	-1
E16	Orange Ice, Passion fruit, Citrus cooler, Fruit punch and all the ices or freezes you could ever need	5	5	1	21
E29	From Capri Sun	-6	6	-4	3
Segment 2: Impressionables					
E30	From Gatorade	-1	17	9	2
E28	From Minute Maid	-4	9	3	4
E35	Resealable single serve container . . . to take with you on the go	1	7	2	3
E29	From Capri Sun	-6	6	-4	3
E31	From SoBe	-1	5	-13	1
E32	Gives you all the mental and physical stamina you need	4	5	1	-2
E16	Orange Ice, Passion fruit, Citrus cooler, Fruit punch and all the ices or freezes you could ever need	5	5	1	21
E24	Looks great, smells great, tastes delicious	3	-5	1	2
E22	Relaxes you after a busy day	1	-5	1	1
Segment 3: Gatorade drinkers					
E30	From Gatorade	-1	17	9	2
E31	From SoBe	-1	5	-13	1
Segment 4: Variety seekers					
E16	Orange Ice, Passion fruit, Citrus cooler, Fruit punch and all the ices or freezes you could ever need	5	5	1	21
E15	100% natural	3	4	3	6
E05	A sports drink . . . a light taste with complete balanced nutrition to help you stay healthy, active, and energetic	8	2	0	6

Data courtesy of It! Ventures, Inc.