



UK'S NUMBER 1 SPORTS DRINK

LUCOZADE SPORT POPULARISED THE SPORTS DRINK CATEGORY IN THE UK IN THE 1990S AND DEFINES THIS MARKET TODAY WITH A 73% MARKET SHARE*.

Lucozade Sport is the go to isotonic sports drink, specifically formulated to support every body to move and unlock their potential.

It contains carbohydrates and electrolytes to enhance hydration and help maintain performance during endurance exercise.

Lucozade Sport Orange is the UK's number 1 selling still orange drink*.

Many top sports stars, clubs and teams have worked with the brand, including John Barnes, Alan Shearer, Mo Farah, Steph Houghton, Serena Guthrie, Andy Lewis and Anthony Joshua and the brand has a proud position in UK sports. It is the longest ever sponsor of the London Marathon (over 20 years) and has worked with the England football teams since 2006, including being the proud hydration partners of the European Champions, the Lionesses. In 2019, Lucozade Sport collaborated with Anthony Joshua to launch Fruit Punch emblazoned with the Champ's motto "Stay Humble".

Lucozade Sport bottle made from 100% recycled plastic§ as part of SBF GB&I's net zero and 100% sustainable plastic packaging ambition.

It is the 15th most culturally relevant sports brand in the world†.



73%
MARKET
SHARE

**15TH MOST
CULTURALLY RELEVANT
SPORTS BRAND
IN THE WORLD**

LUCOZADE SPORT
BOTTLE MADE FROM
100%
RECYCLED PLASTIC

OPPORTUNITY FOR LICENSING

CLOTHING / ACCESSORIES / SPORTSWEAR /
HEALTH & WELL-BEING / SPORTS & FITNESS
EQUIPMENT / SPORTS NUTRITION

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*Nielsen, L52w 30/07/22
§ Excludes cap and label

†THE FAN INTELLIGENCE® INDEX: THE MOST CULTURALLY RELEVANT SPORT BRANDS OF 2020

