

NEW

POWERADE® POWER WATER

BRINGING MORE POWER TO HYDRATION

50% MORE ELECTROLYTES THAN PROPEL!



12.5%

The POWERADE Brand is seeing HUGE success with the highest \$ Share since Jan 2022

\$704MM

Propel did HUGE Sales #s in 2024, in a widely uncontested category! It's time for POWERADE to step in!

50/50

BRIDGING THE GENDER GAP
Expected 50/50 split between men and female drinkers

NEW

POWER WATER focuses on NEW Consumers in the Health & Fitness Conscious v. Propel's Calorie Conscious Flavor Seeker

SKUS

- 200Z SINGLE
 - Mountain Berry Blast
 - Strawberry Kiwi
 - Tropical Pineapple
 - Watermelon

CHANNELS

Singles: CR, Large Store, Value, Drug
MP: Large Store + Value

TIMING

NATIONAL LAUNCH January 26, 2026

Source: Nielsen. Powerade. \$ Sales. \$ Share. %CHG. Cal Yr 2024 Periods w/e 1/04/2025; Canada Shared to 6CH; BEACH, Dec 2024 Canada

Source: Nielsen. Propel RTD. \$ Sales %CHG. Cal Yr 2024 W/E 12/28/2024