



# VITHIT

## Vitamin Drinks

## Canada



[www.vithit.ie](http://www.vithit.ie)



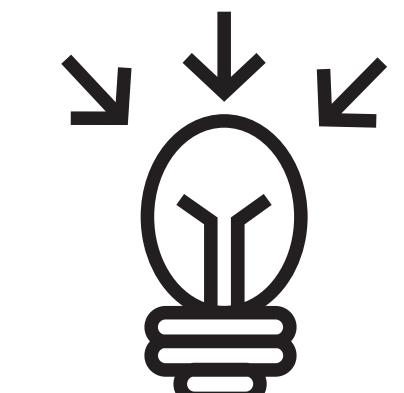
# Agenda



Introduction

Market Entry Strategy

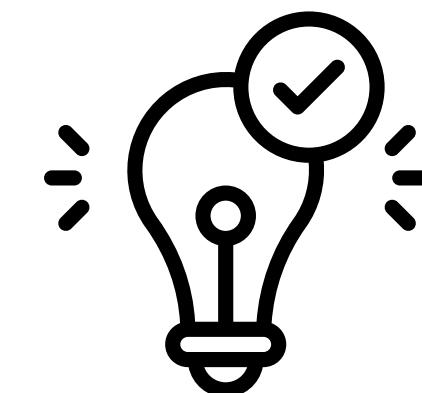
Data Gathering explanation



Conclusion



Challenges & Recommendation



Insights

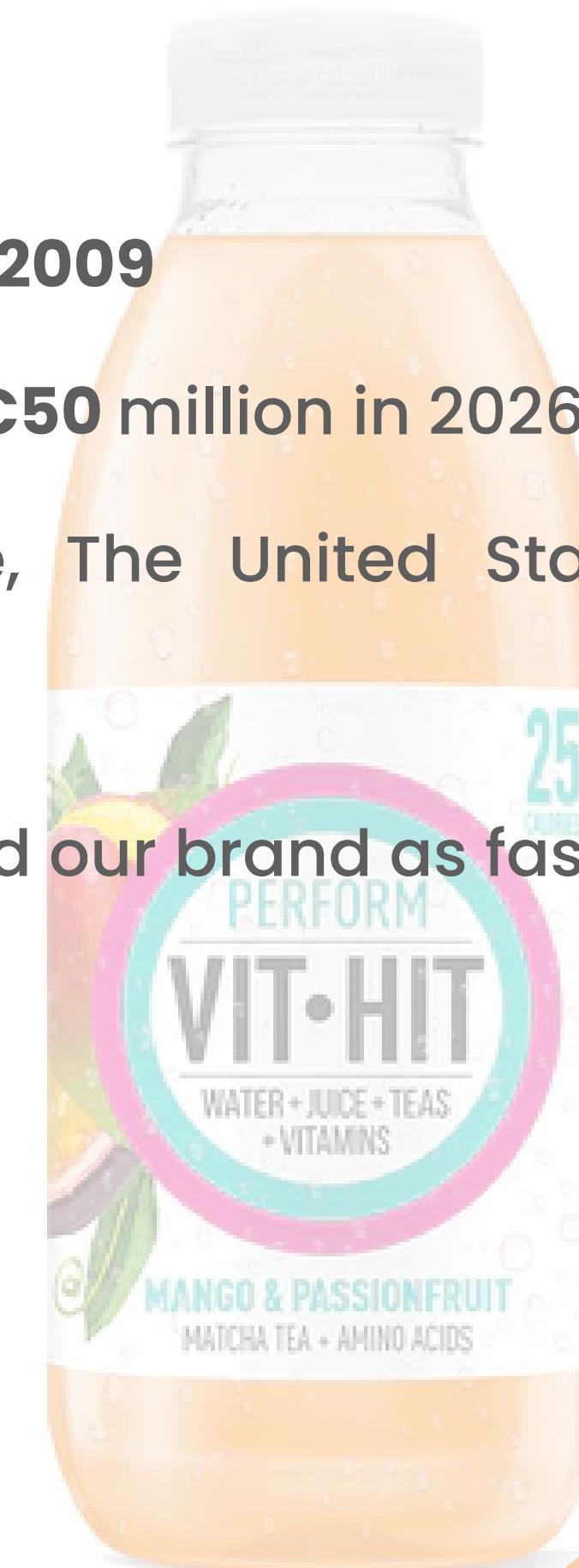


# Introduction

- Irish health conscious drink brand established in **2009**
- Gross revenue of **€25 million** in 2023 – Expected **€50 million** in 2026
- Available in **12** nations spread across Europe, The United States, Australia and the Middle East
- “We’ve never been in a country that has accepted our brand as fast as Australia has” (USD 4 Mil in 18 Months)– Gary



**Gary Lavin**  
Founder & MD – VITHIT



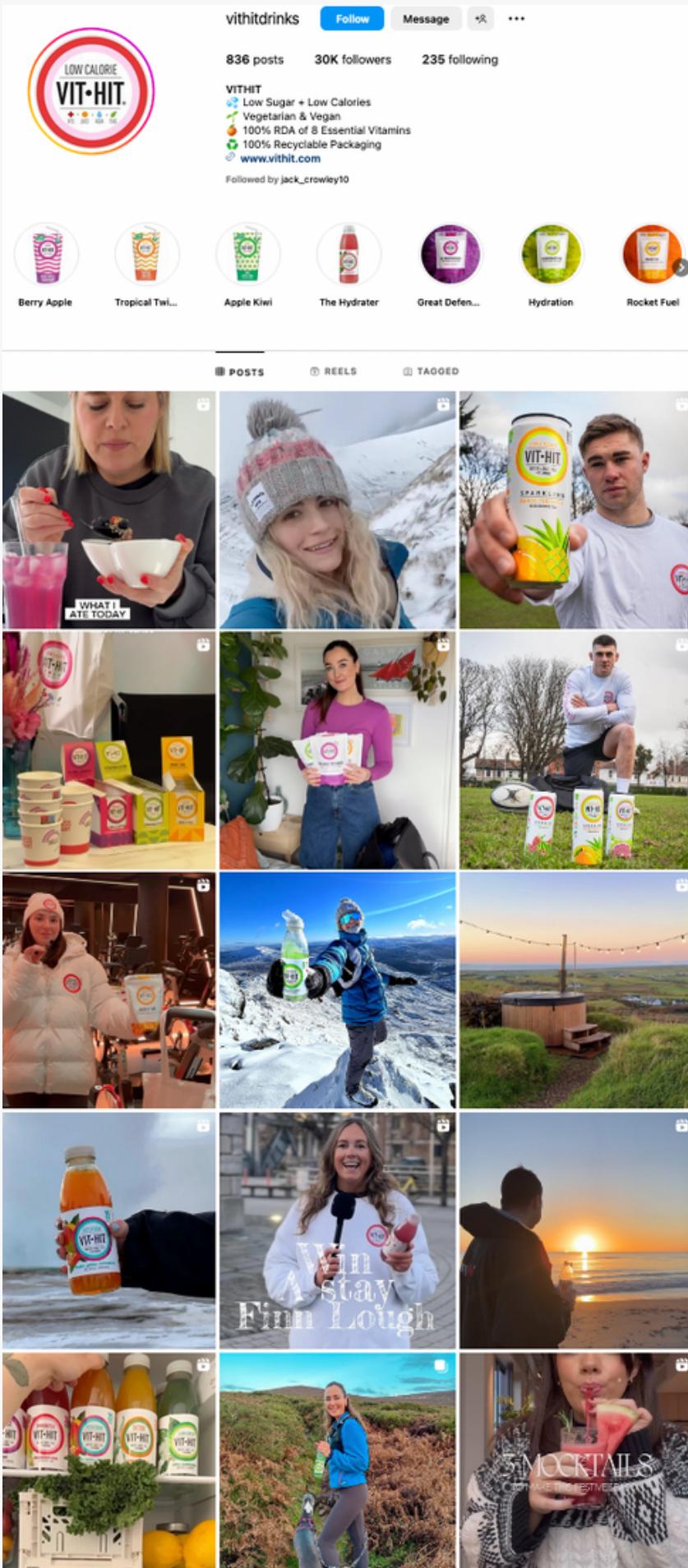
# Why Canada?

- Well developed logistics network.
- Close proximity to the established market in the United States through land, air and waterways.
- Ample retail units spread across the nation.
- Gap in the market for a drink like VITHIT.
- Similar Target Audience as that of Australia.
- Pricing Advantage EUR 2.45 / CAD 3.79 (Mean = 3 EUR)

# VITHIT Cities

VitHit has expanded its presence in Canada, focusing on three top metropolitan cities – **Toronto**, **Vancouver**, and **Montreal** and the developing cities in close proximity to these major hubs: **Creemore** near Toronto, **Burnaby** near Vancouver, and **Terrebonne** near Montreal. This strategic selection ensures all areas are accessible through ports, facilitating distribution and access across the regions.





# Social Media Marketing

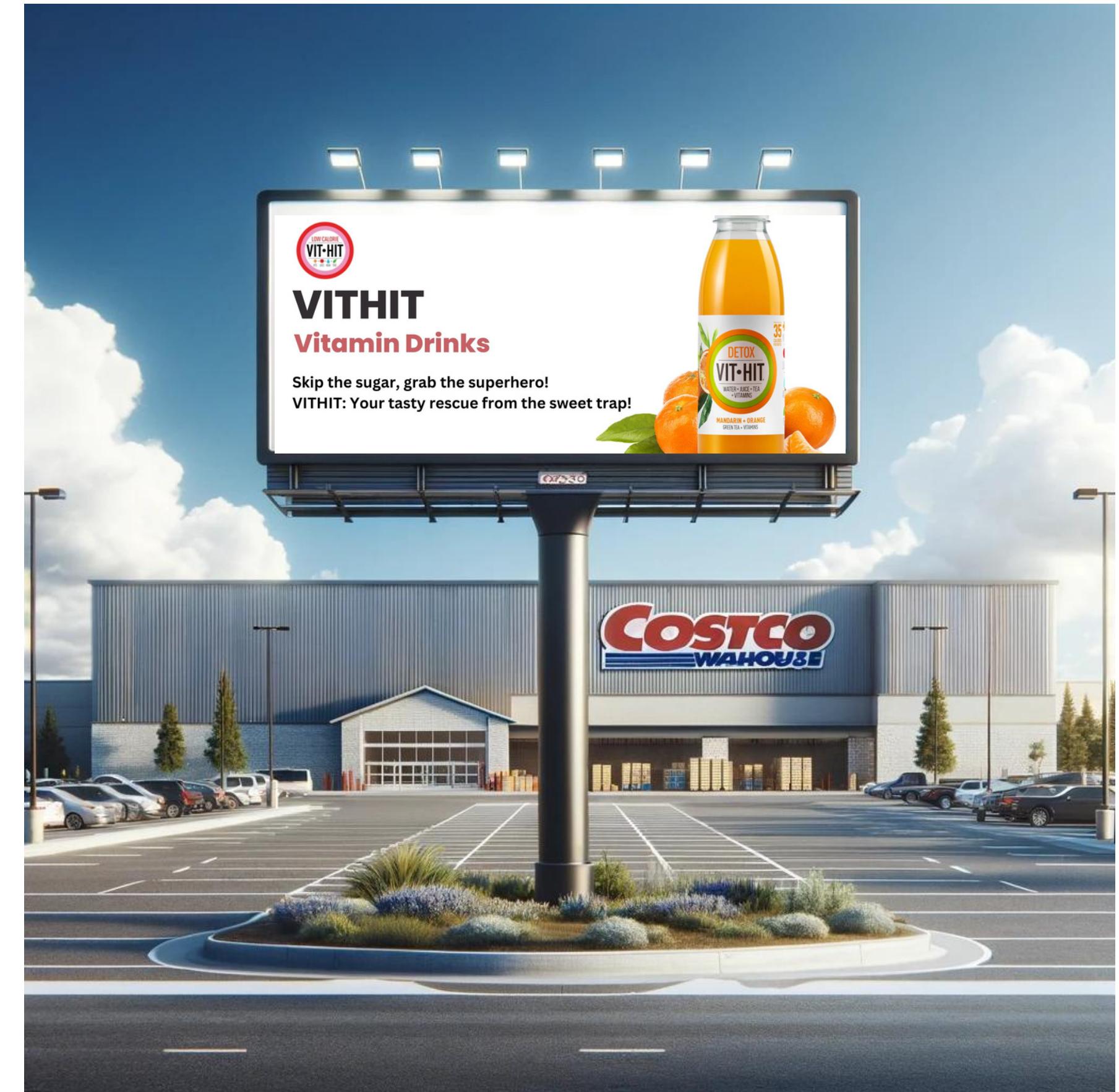
The target audience is young health conscious individuals

A strategy was created to engage the target demographic across social media sites with a specific focus on Instagram.

By creating targeted ads on Instagram and other social media platforms we would be able to reach a wide audience efficiently

# Billboards

We have strategically placed billboards across various high traffic locations such as supermarkets, retail stores, and universities, with the goal of attracting a wide range of consumers to our VITHIT drinks.



# Data Gathered



## Public Sources

### Sales Channels & Geography:

Active across strategic locations in both channels.

### Demographic Engagement:

Participation from youth and middle-aged demographics.



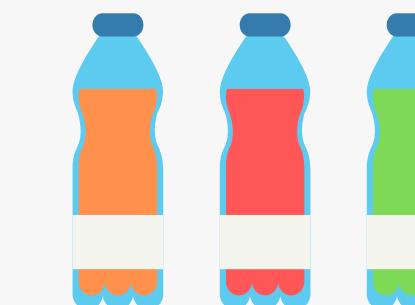
## External & Internal Data

### Consumer Preferences:

Varied flavor preferences leading in Toronto.

### Market Dynamics:

Competed effectively with established brands, showing adaptive market-share from Oct. 2023 to Feb. 2024.

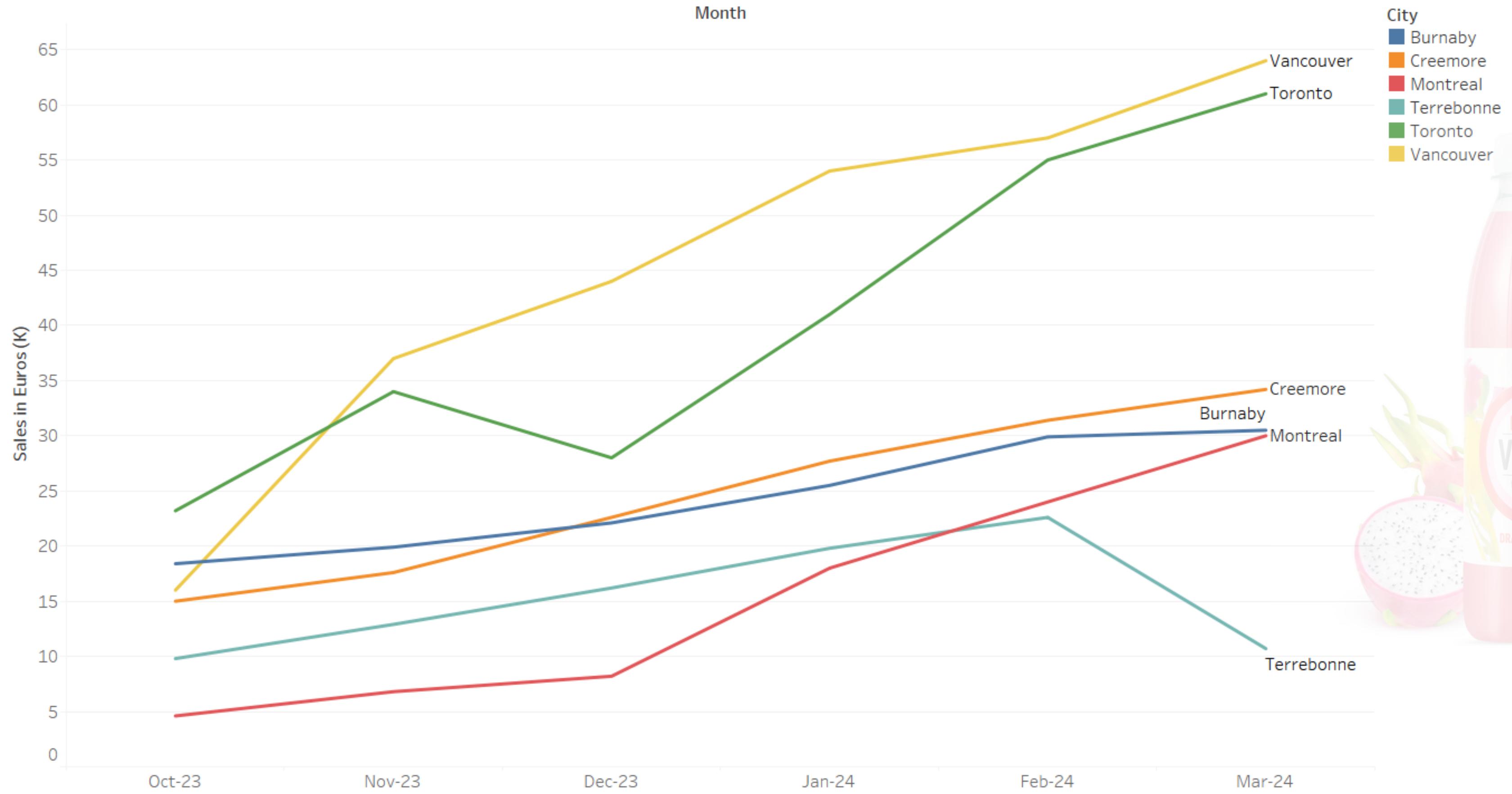


### Strategic Insights:

Data highlights the importance of a diversified marketing strategy, product variety, and the potential for targeted demographic engagement to drive future sales.

## Sales Across Cities

# Insights



Sales across most of the cities are rising over time (Terrebonne drop in feb) - Growing at a higher rate for metropolitan cities

Total\_Sales

City

Montreal

Terrebonne

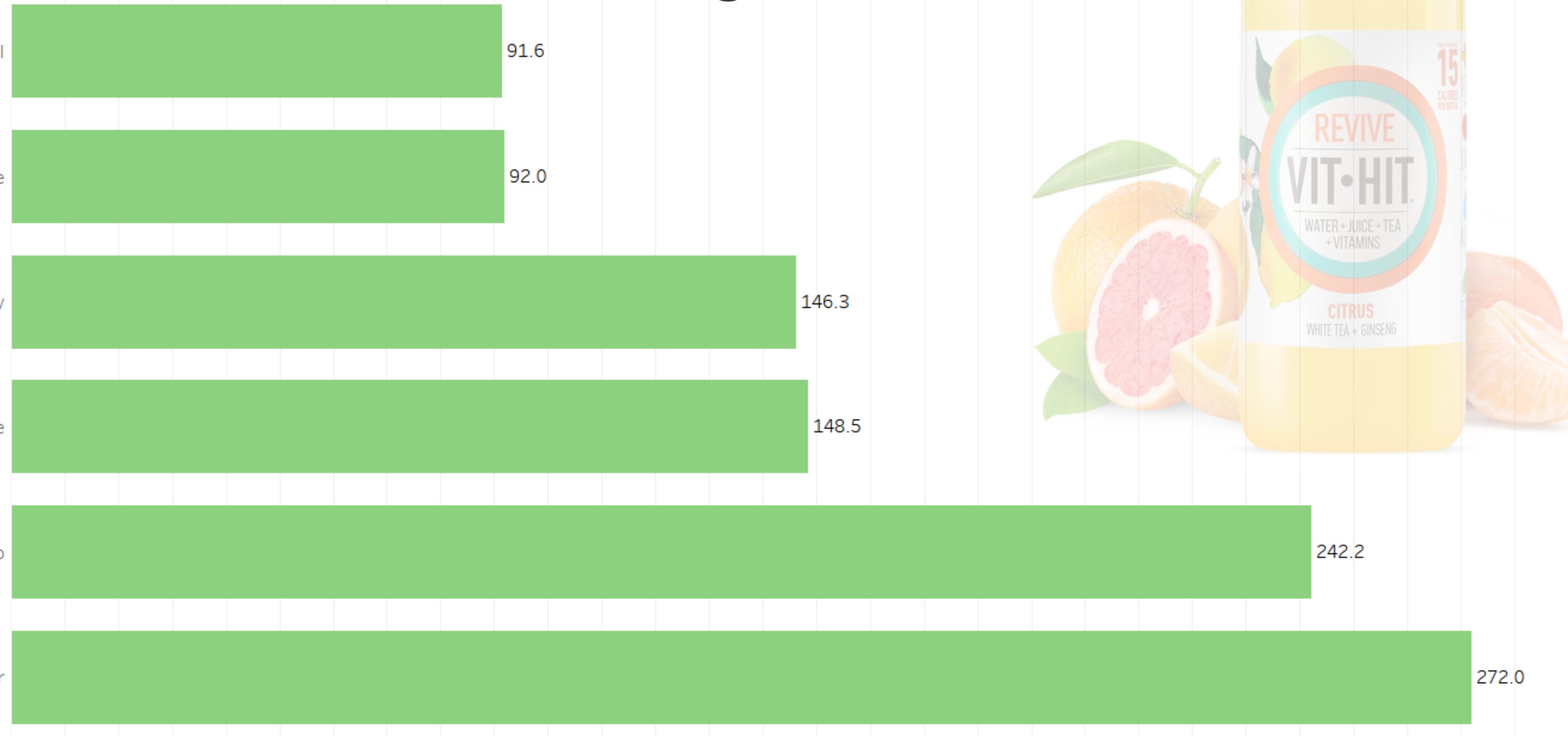
Burnaby

Creemore

Toronto

Vancouver

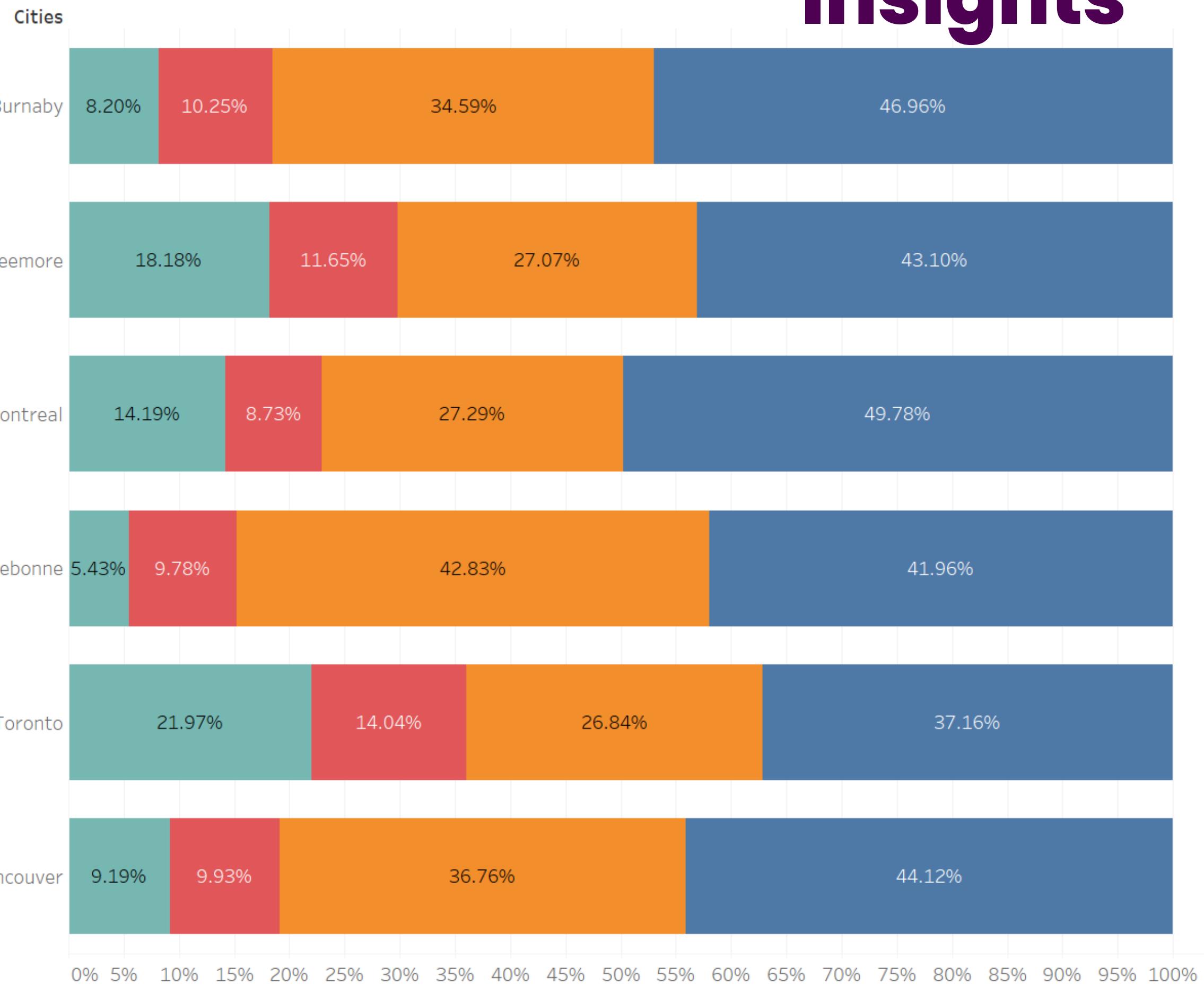
# Insights



**Vancouver most sales (27%) followed by Toronto (24%)**

- Montreal not doing as good as the other metropolitan cities and its sales are below the smaller cities as well

# Insights



Age Group

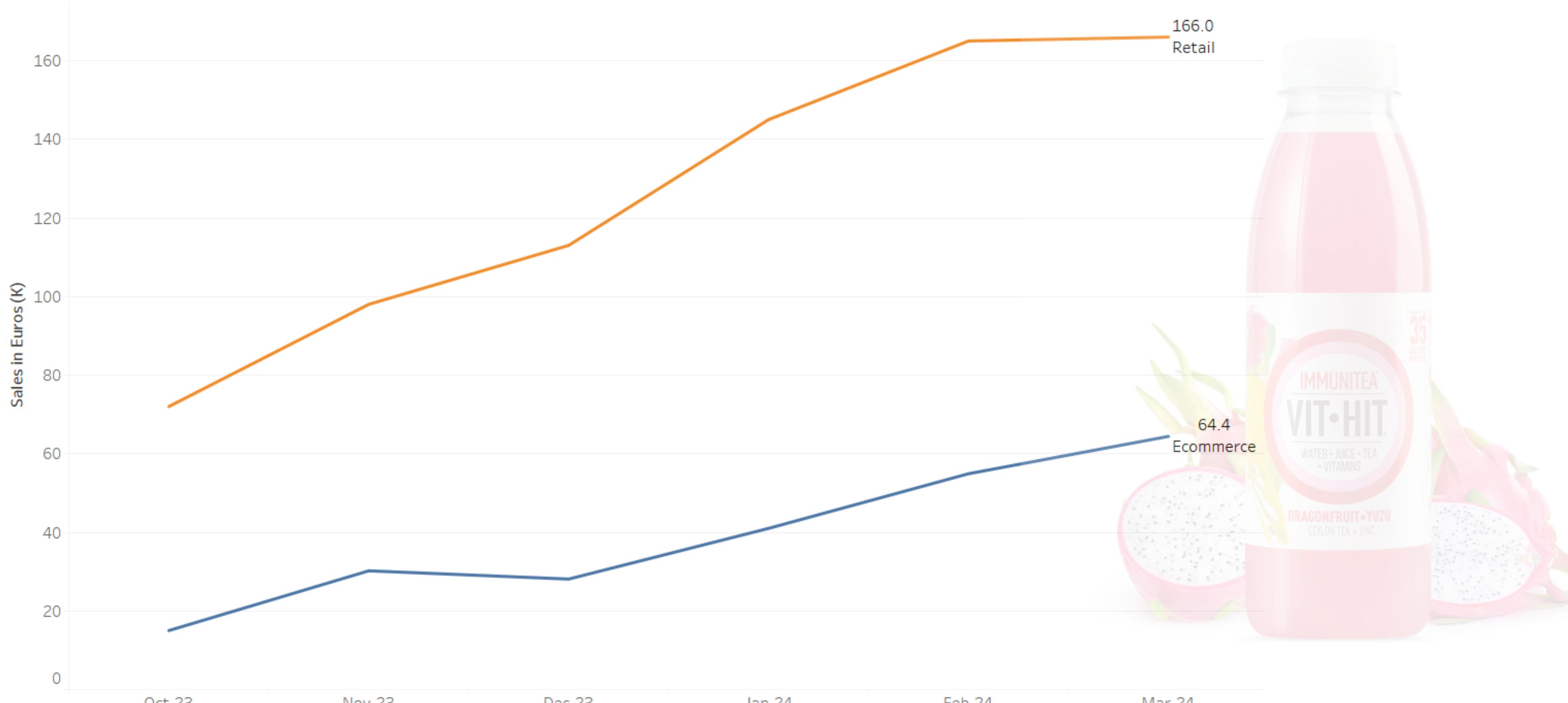
- 15- 25
- 26- 40
- less than 15
- more than 40



Most popular amongst 15-25. - Millennial space for growth. - Toronto sales of age 40+ is good.

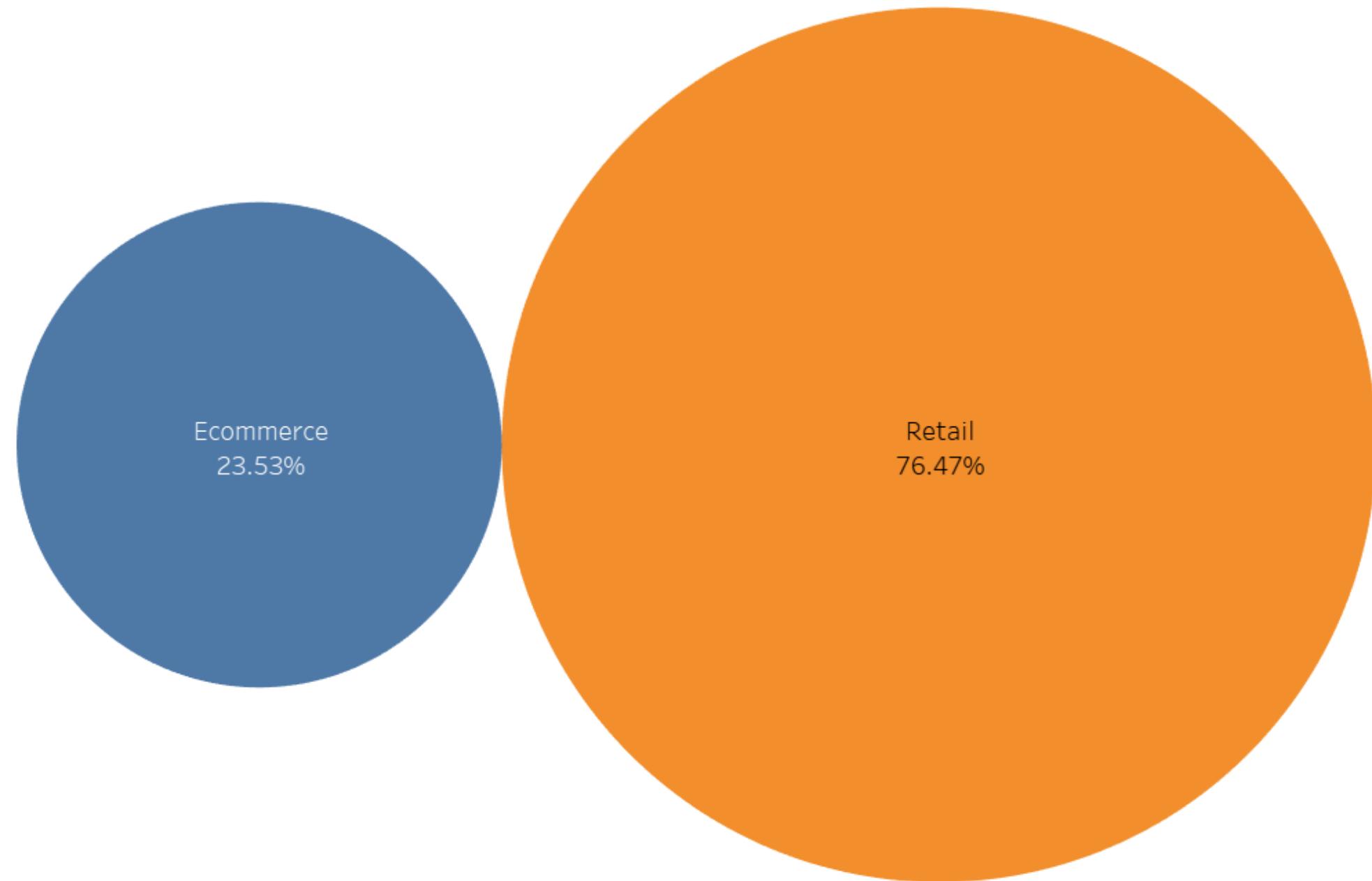
# Insights

Month



Retail sales growing at a higher rate

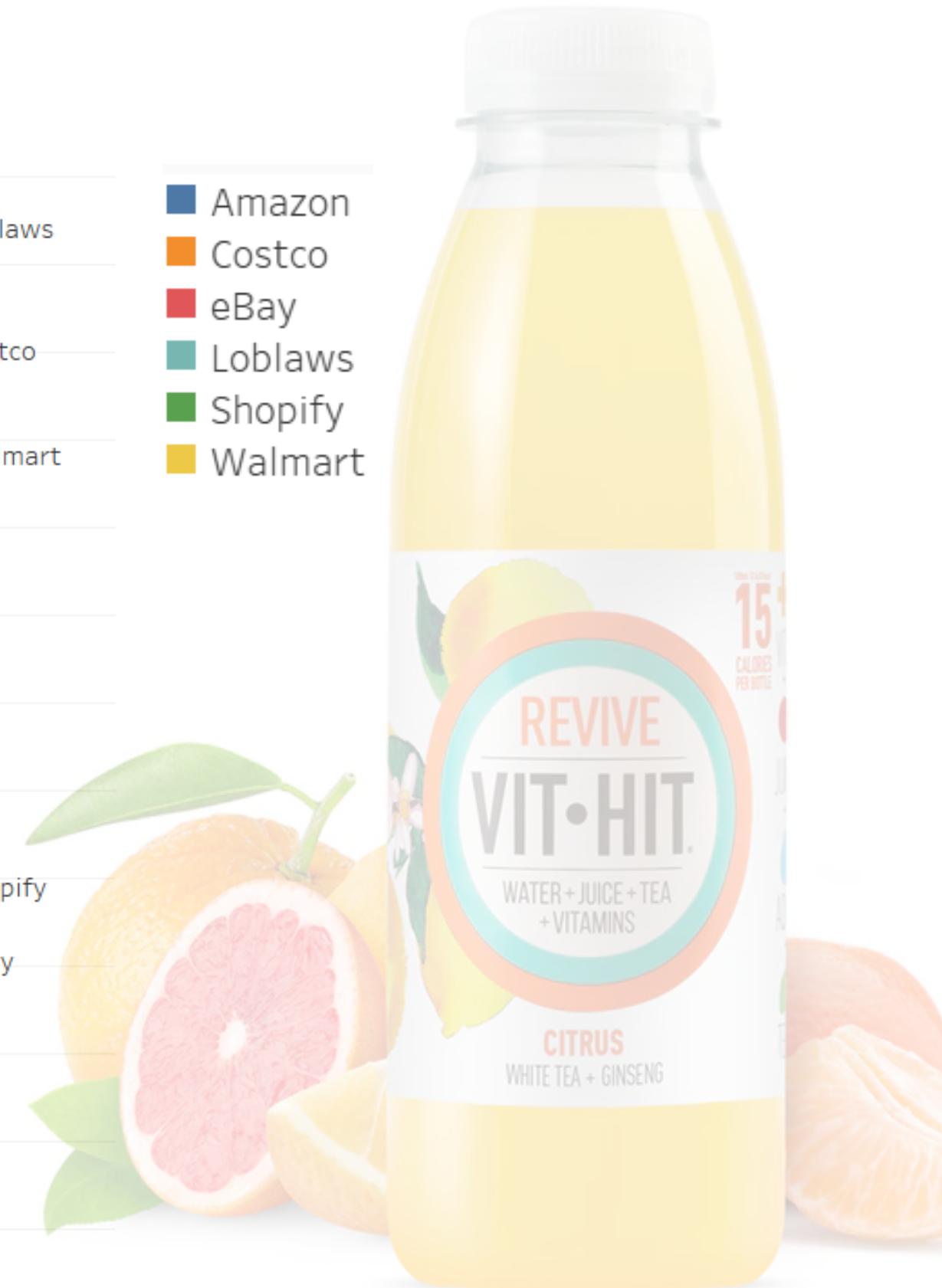
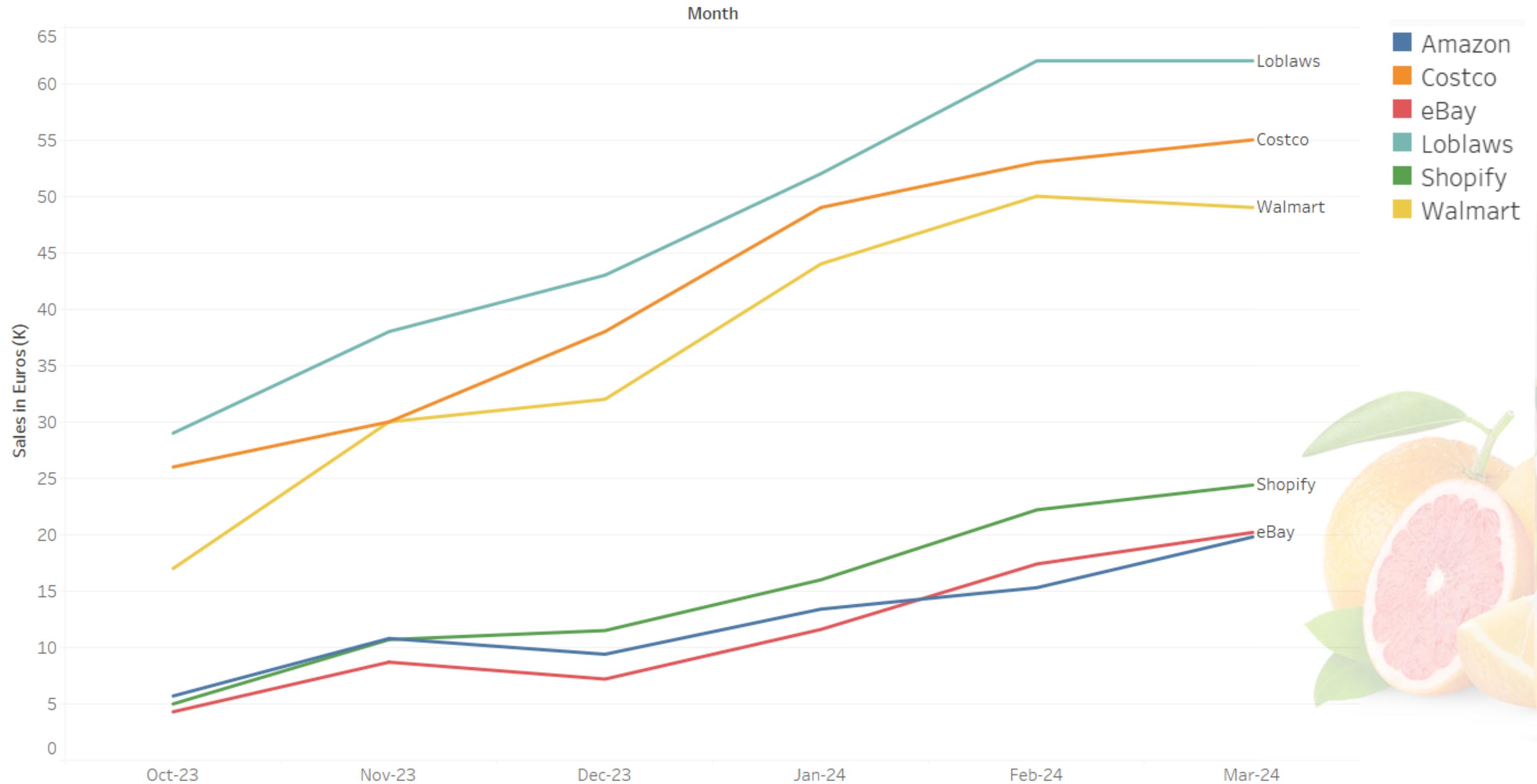
# Insights



Retail contributing to about two-third of the total sales

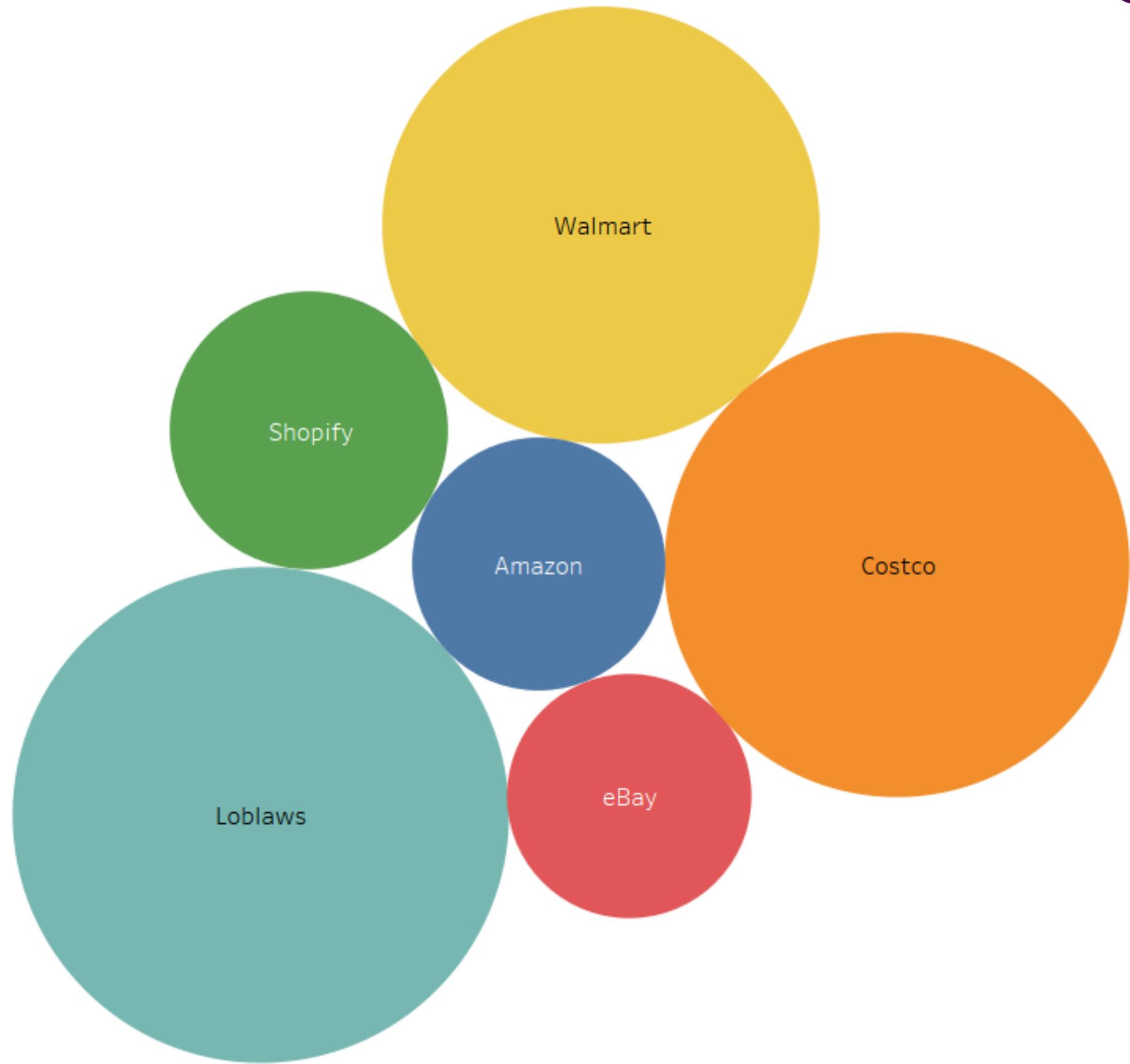
# Insights

## Sales Across Retailers



Total\_Sales\_Retail

# Insights

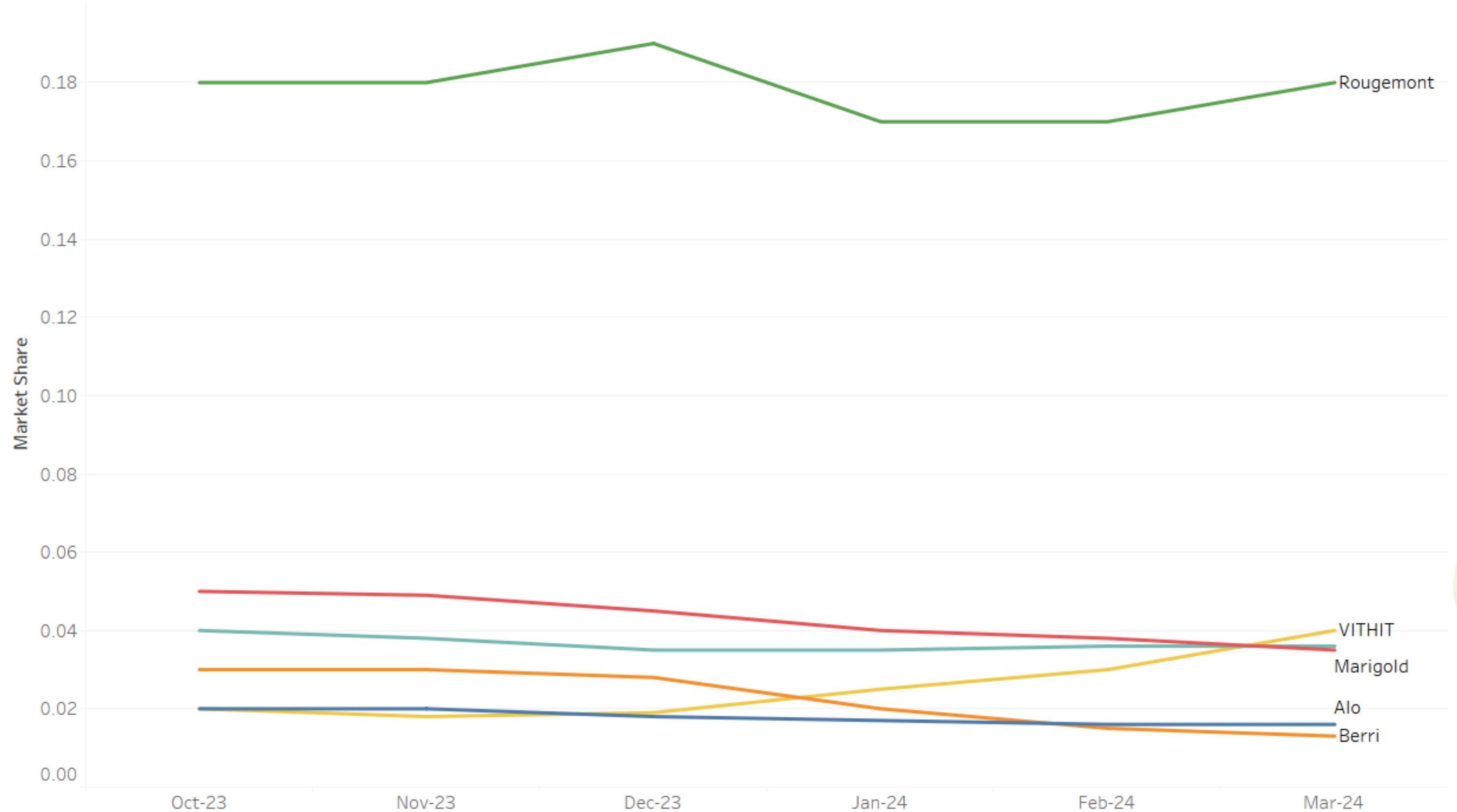


# Insights

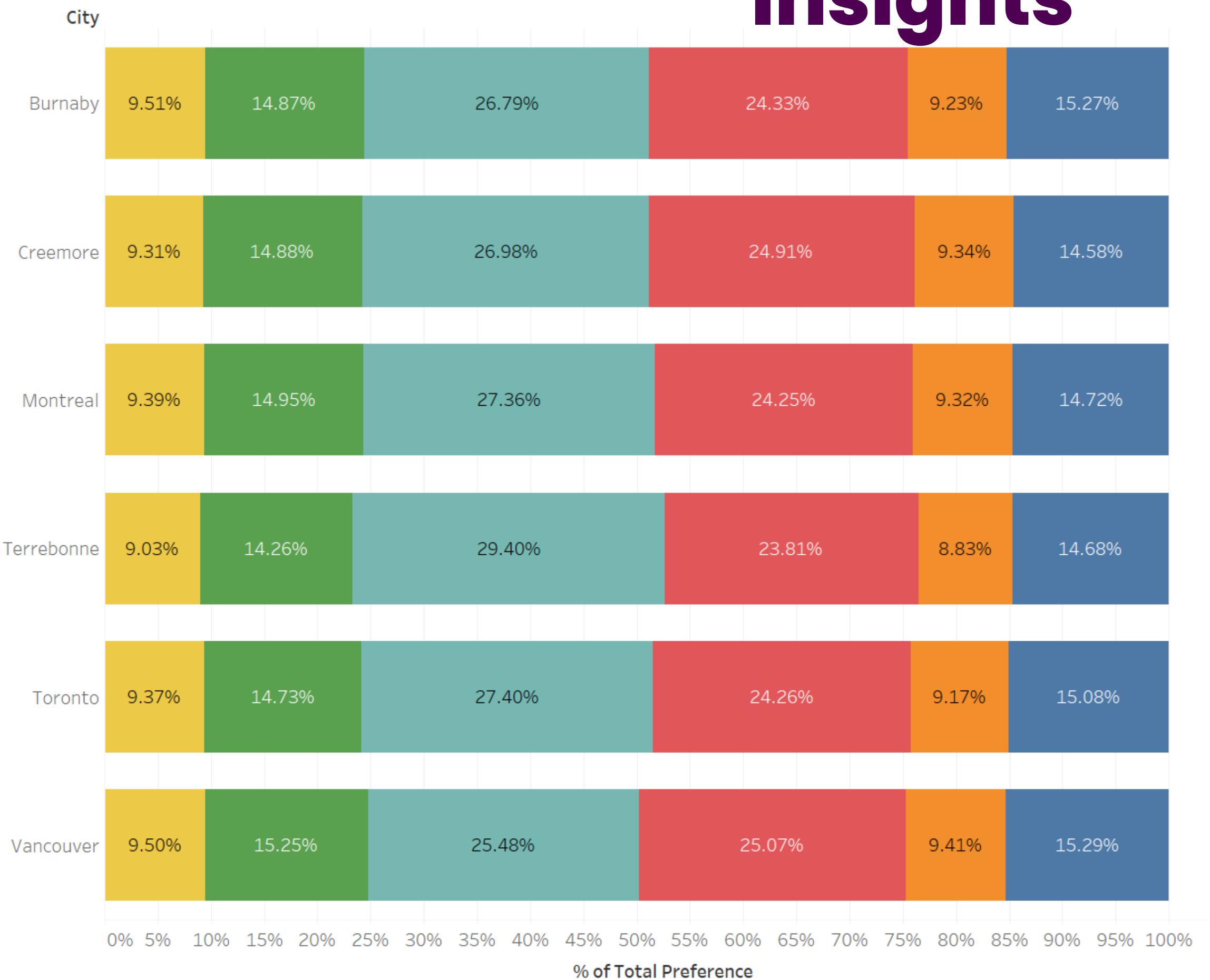


Market Share

Month



# Insights

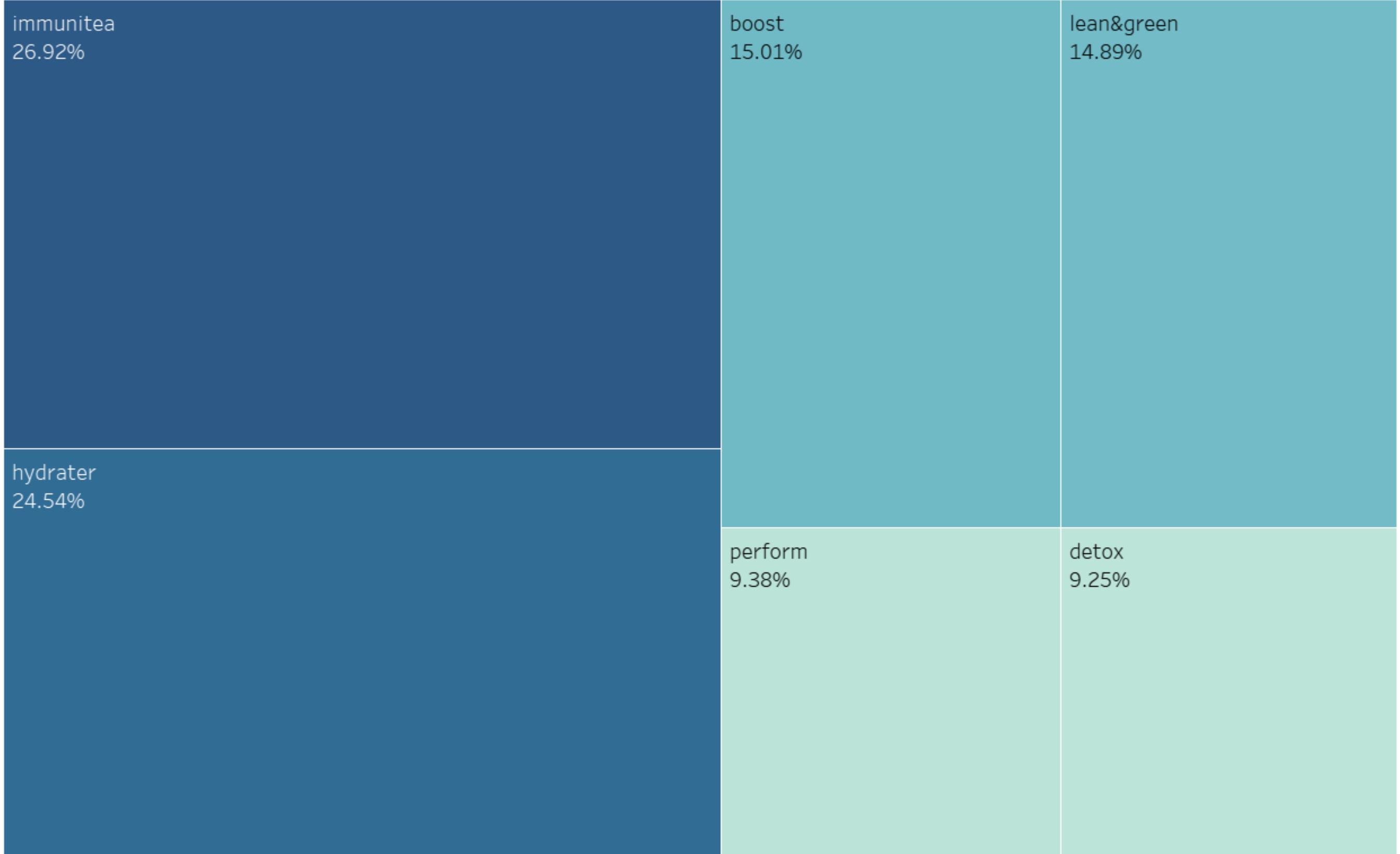


**Flavors**

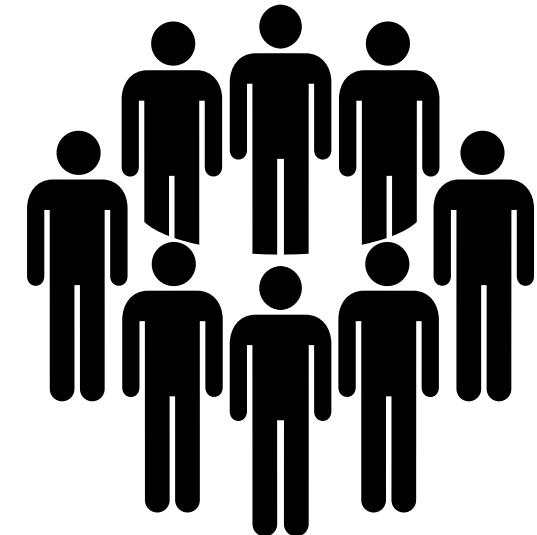
- boost
- detox
- hydrater
- immunitea
- lean&green
- perform



# Insights



# Challenges



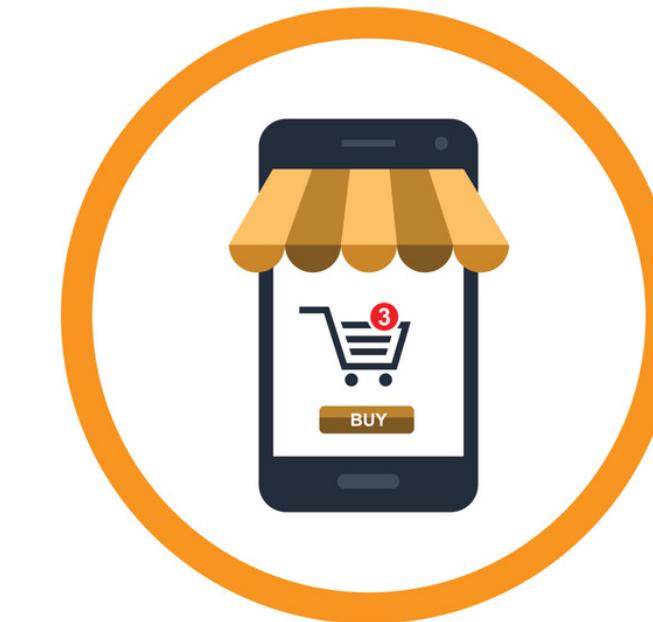
Audience



Sales in small cities



Flavours



E-commerce



# Future Recommendations

## Brand Recognition



Sponsoring cyclothsons and marathons will enhance brand visibility.



Partnering with events such as the Canada 55+ Games 2024 can elevate VITHIT's exposure and engagement



# Future Recommendations

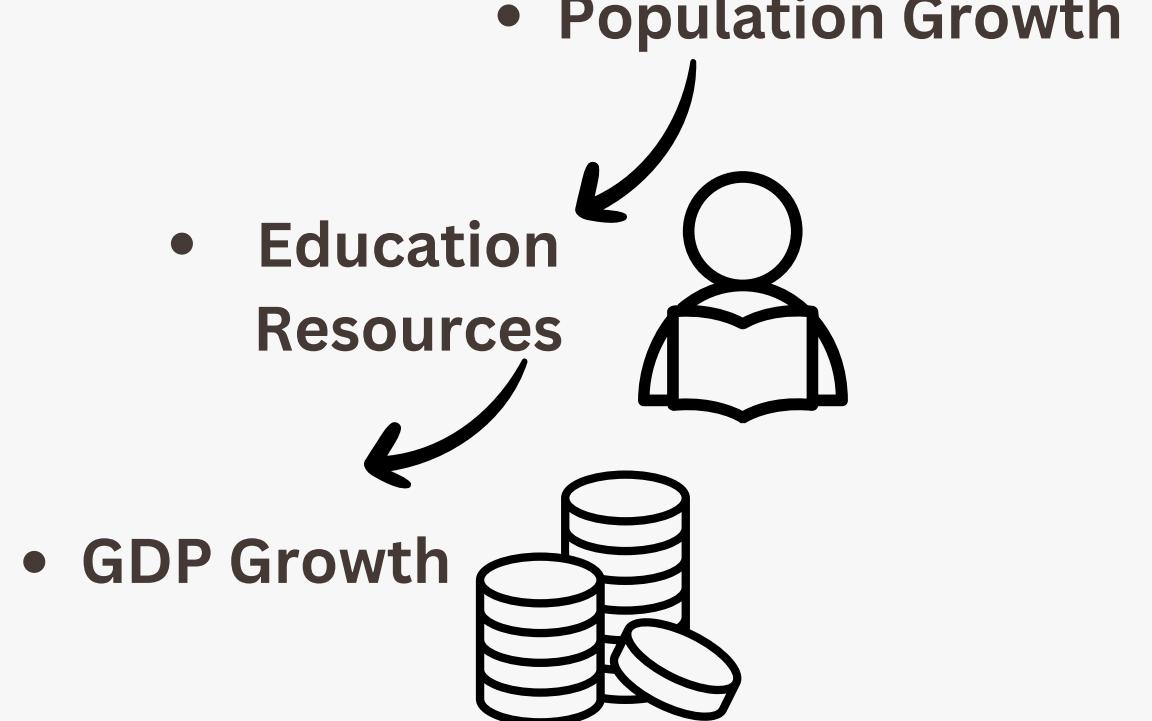
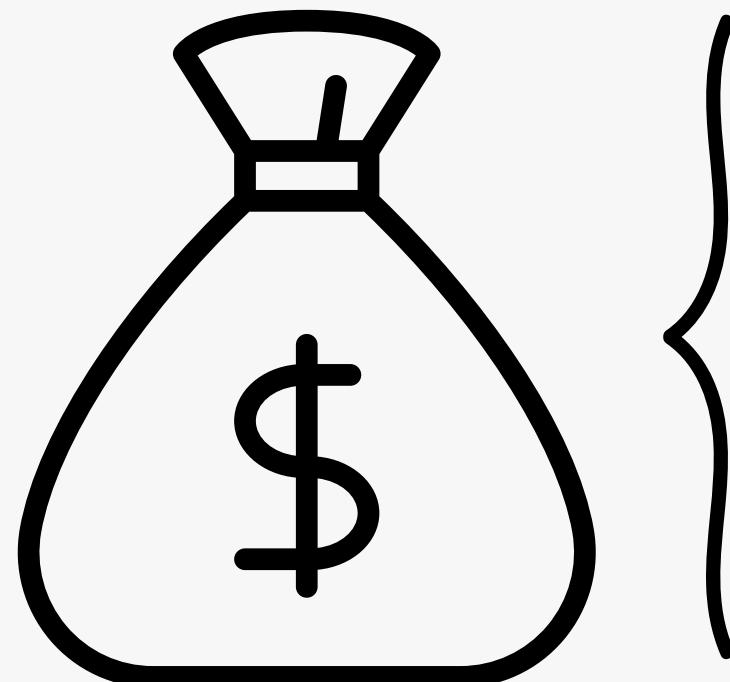
## Influencer Marketing



Teaming up with basketball or ice hockey players can effectively boost VITHIT's promotion and visibility.

# Future Recommendations

## Expanding into New Cities



## E-commerce Strategy



Offering Multi-item Bundle Discounts on Platforms like Amazon, Shopify, etc., Leveraging Content Marketing and Digital Marketing on Social Media Platforms to Increase Online Sales

# Future Recommendation

## Launching New Product Line

**Targeted Marketing:** Precision Marketing Based on Specific Needs of Target Demographics

**Promotional Campaign:** Attracting consumers through limited-time discounts, bundled sales, and other incentives.



- Sparkling
- Sparkling | Bundle Pack



- Vithit Kids
- Kids | Bundle Pack



- Hydration Station
- Hydration Station| Bundle Pack

# Conclusion

- Market Expansion as a Health Revolution
  - Not just entering a new market but starting a taste and health revolution.
  - Deep market research aligns Canadians' desire for healthy drinks with VITHIT's health-centric vision.
- VITHIT's Unique Selling Propositions
  - Low calories, rich in vitamins, and outstanding taste set to win Canadian hearts.
  - Spotlighted in key cities: Toronto, Vancouver, and Montreal.
- Bright Future Ahead
  - Excited for VITHIT to illuminate the Canadian market not just with its nutritional value but as a new lifestyle emblem.
  - Focused strategies: Precise market positioning, innovative social media outreach, and smart pricing.





# Thank You



[www.vithit.ie](http://www.vithit.ie)

