



# VITHIT

## Vitamin Drinks



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



# Research Summary



## Market Potential

Canada, mirroring our Australian success, is ripe for VITHIT with its health-focused demographics and fragmented market where small players hold 72% share, making space for brand establishment.

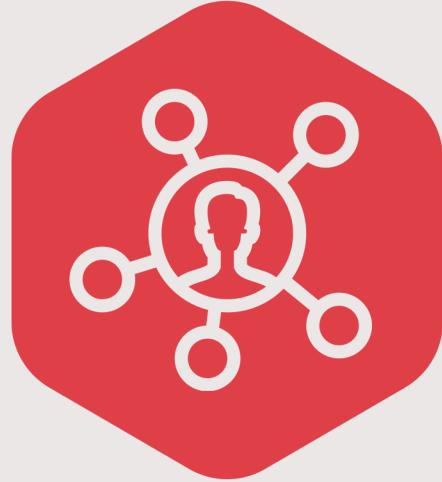


## Consumer Insights

Our research reveals a strong Canadian interest in vitamin drinks and healthy living, supported by in-depth demographic and psychographic analysis.

The Canadian health drink market is open, with the top brand holding only 18%, indicating a significant opportunity for VITHIT to gain market share.

Using US manufacturing and logistics for entry into Canada gives VITHIT a strategic edge for a smooth launch and scalability.



## Survey Insights

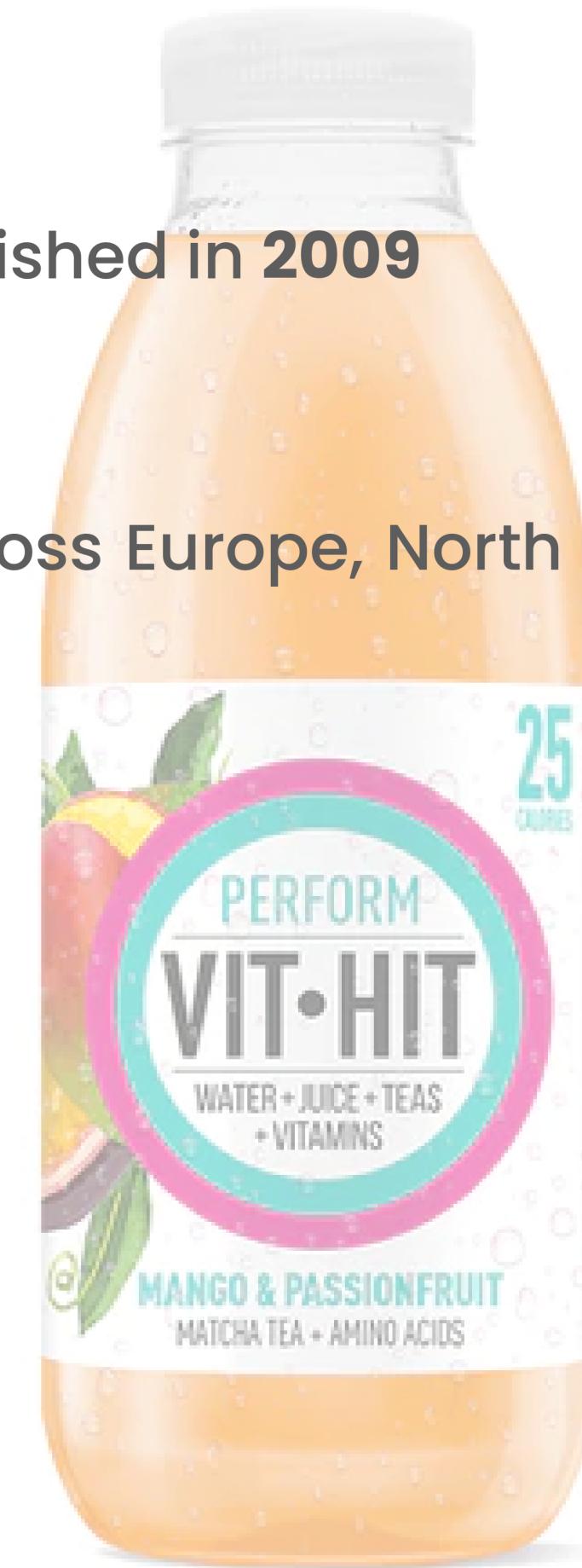
Survey feedback confirms market readiness for VITHIT, with positive consumer sentiment towards healthier beverage options.

# VITHIT

- Irish health conscious drink brand established in **2009**
- Gross revenue of **€25 million** in 2023
- Available in **6** other nations spread across Europe, North America, Australia and the Middle East
- Planning to expand in **2024**



**Gary Lavin**  
Founder & MD - VITHIT

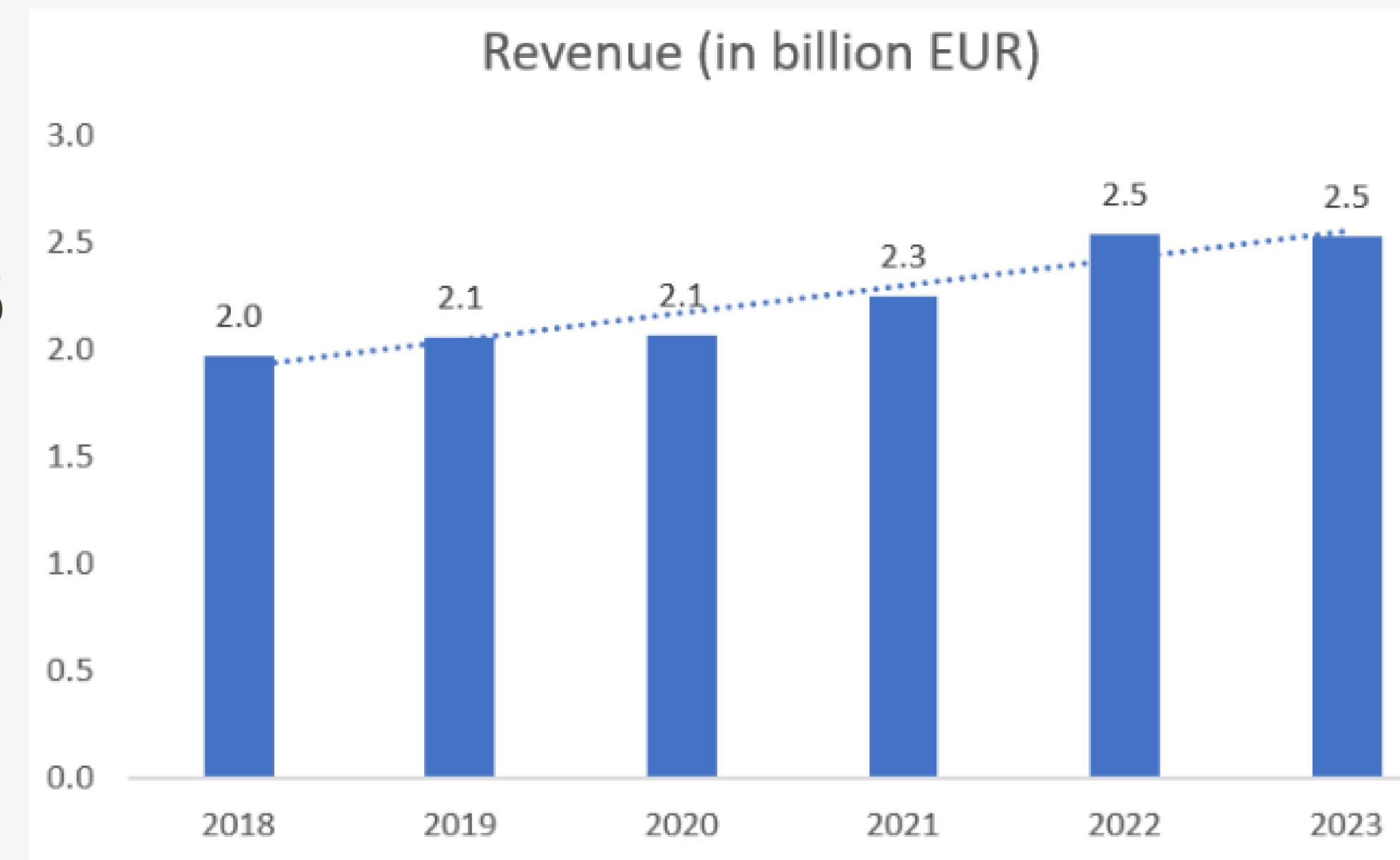


# Why Canada?

- 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
- Growing demand for sports drinks

# Demand in Canada

- Growing demand for healthy drinks since **2018**
- Revenue of **2.5 billion Euros** in 2023
- **25%** increase in revenue in the last 5 years
- Spike in demand post COVID-19
- Signs of a potential market



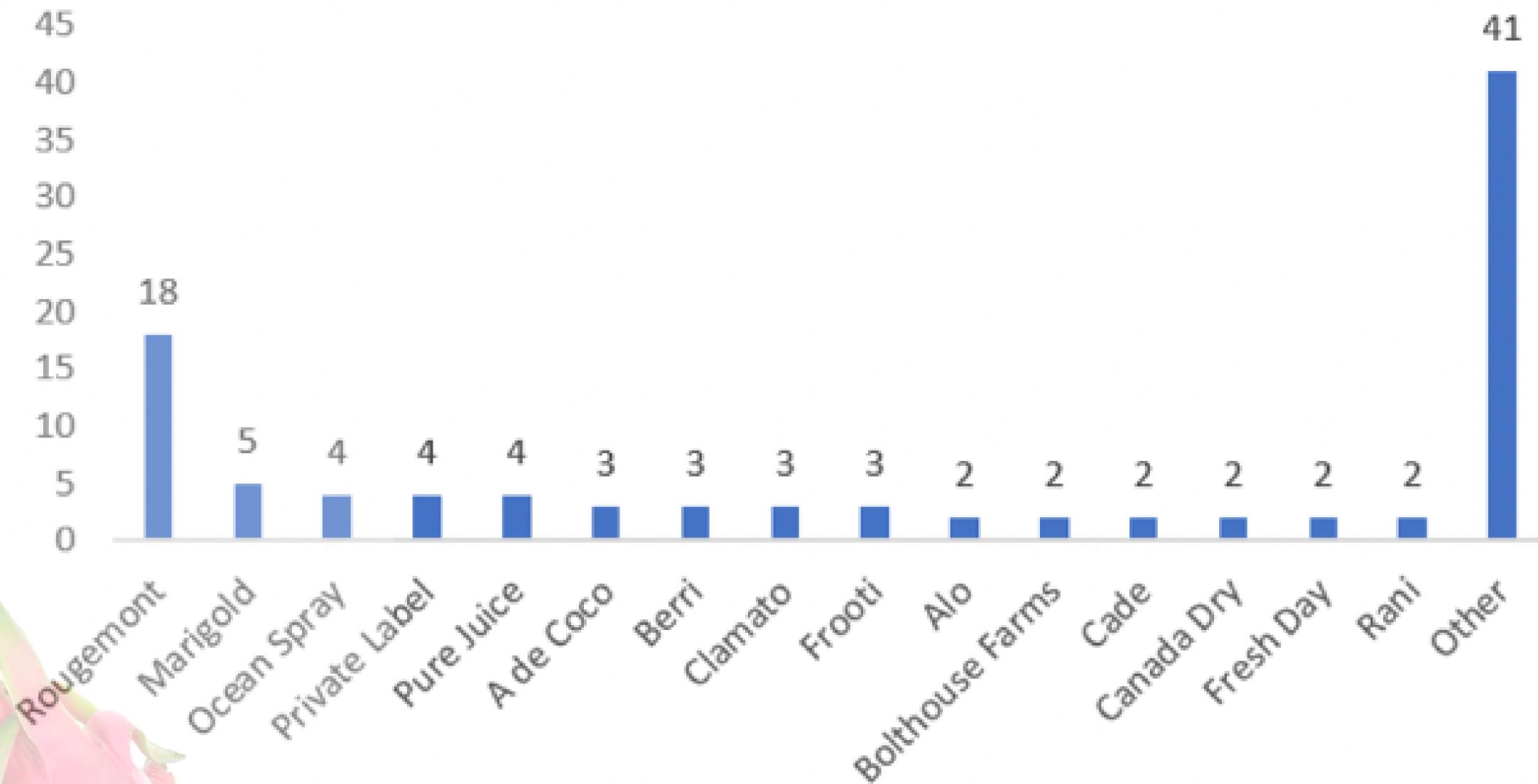
\*This market includes drinks that are fruit flavoured or have value added supplements

# Market Competition

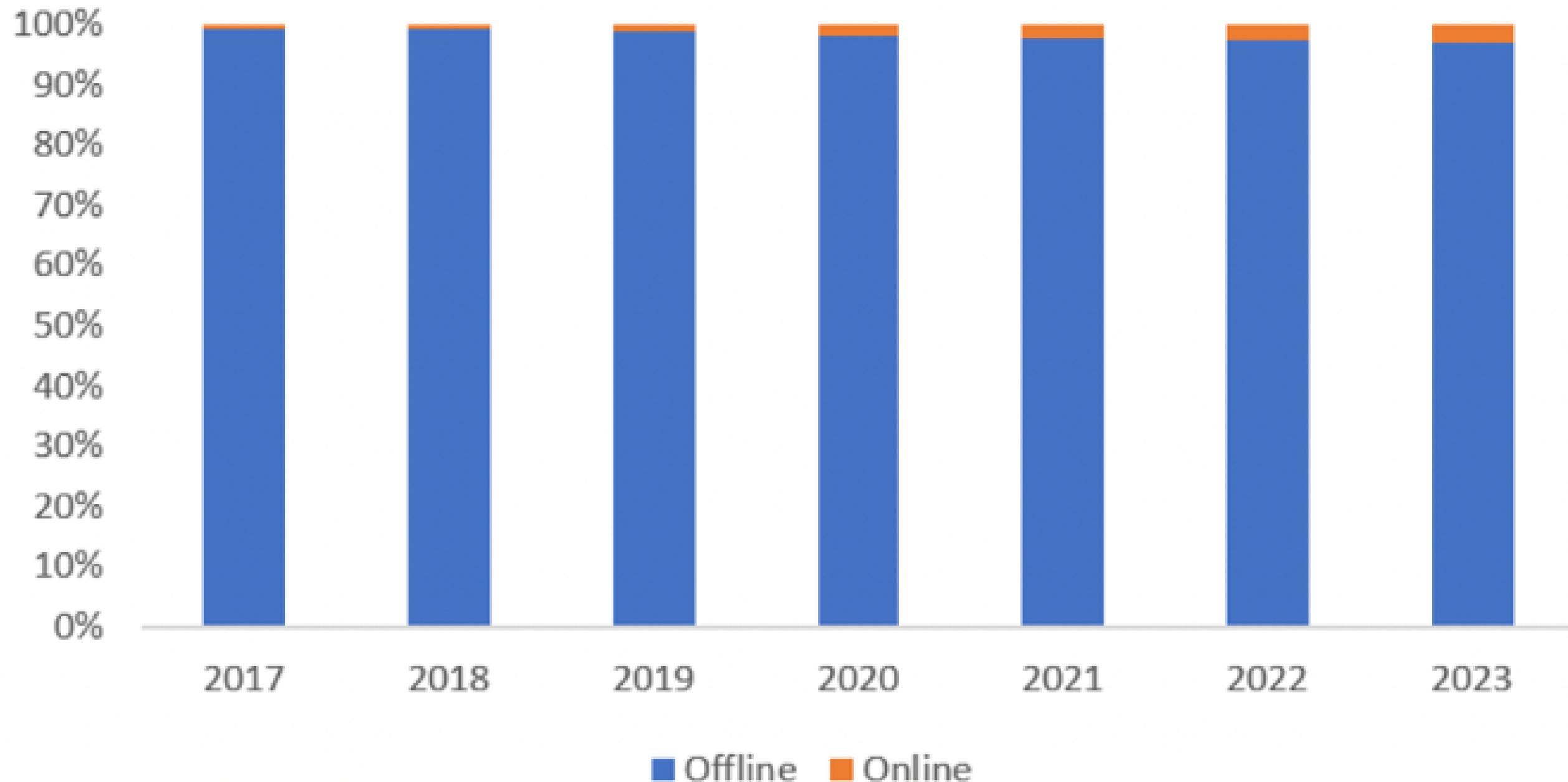
- **Rougemont** is the major player with an **18%** market share.
- ~**70%** of the brands have shares lower than 2%.
- Depicts potential to capture the market if dealt with Rougemont.



Brand Shares (in percent)



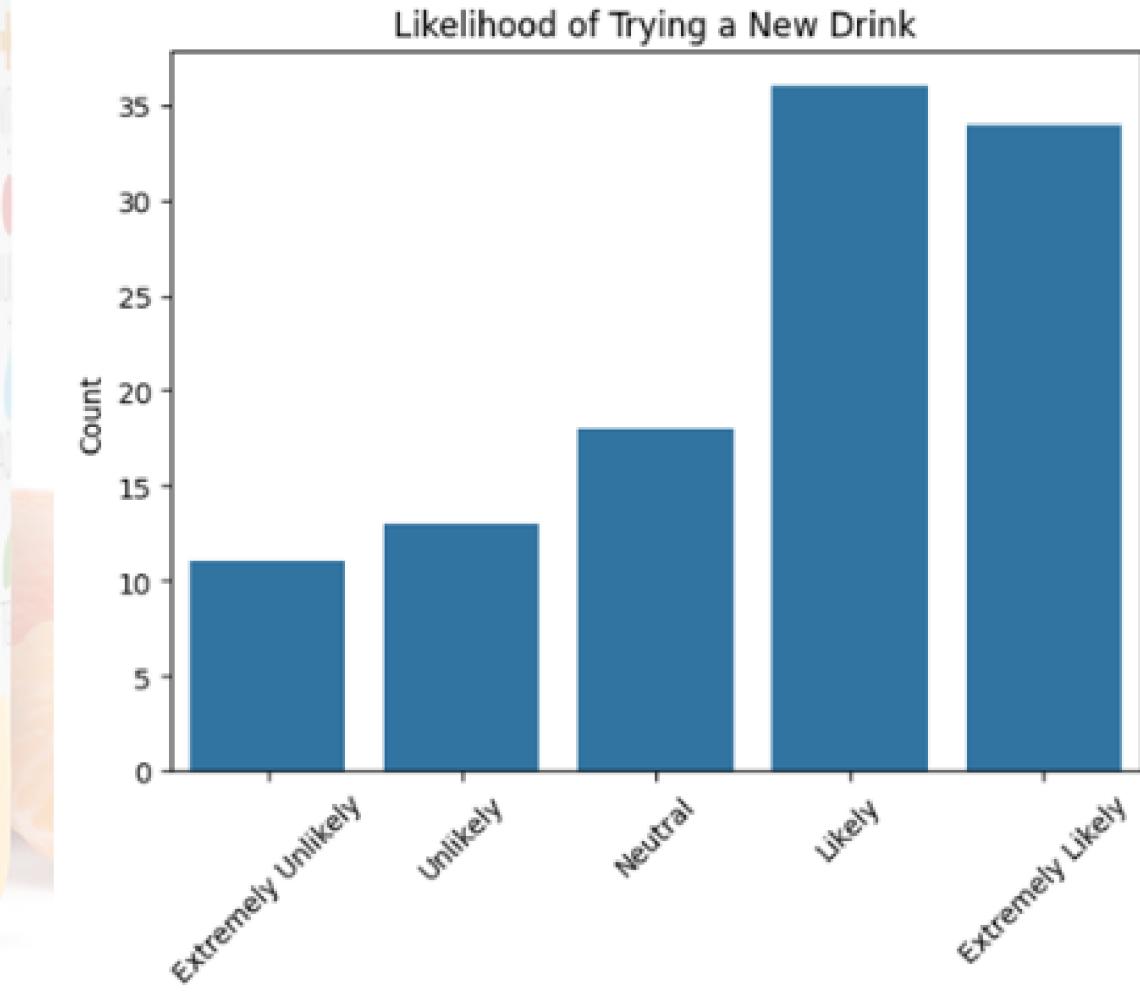
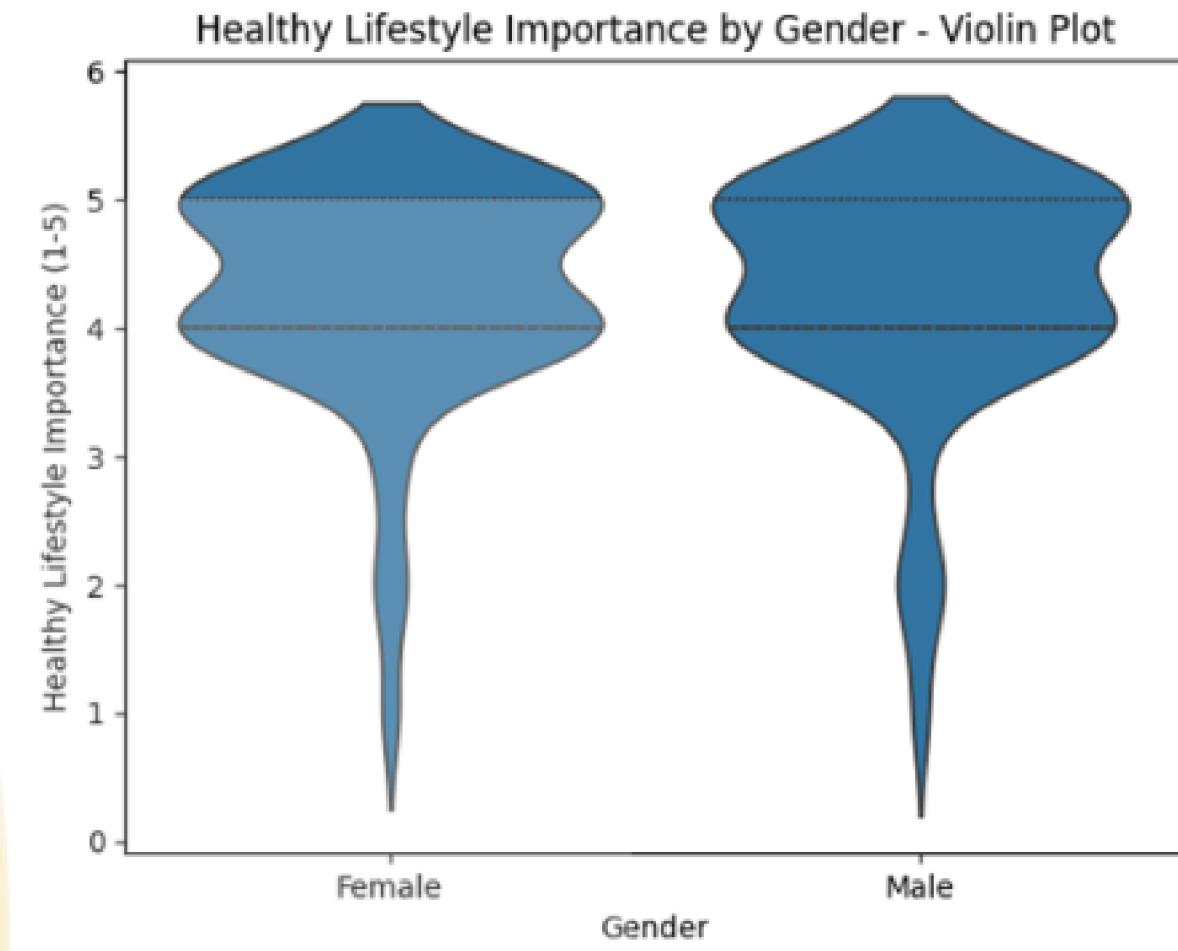
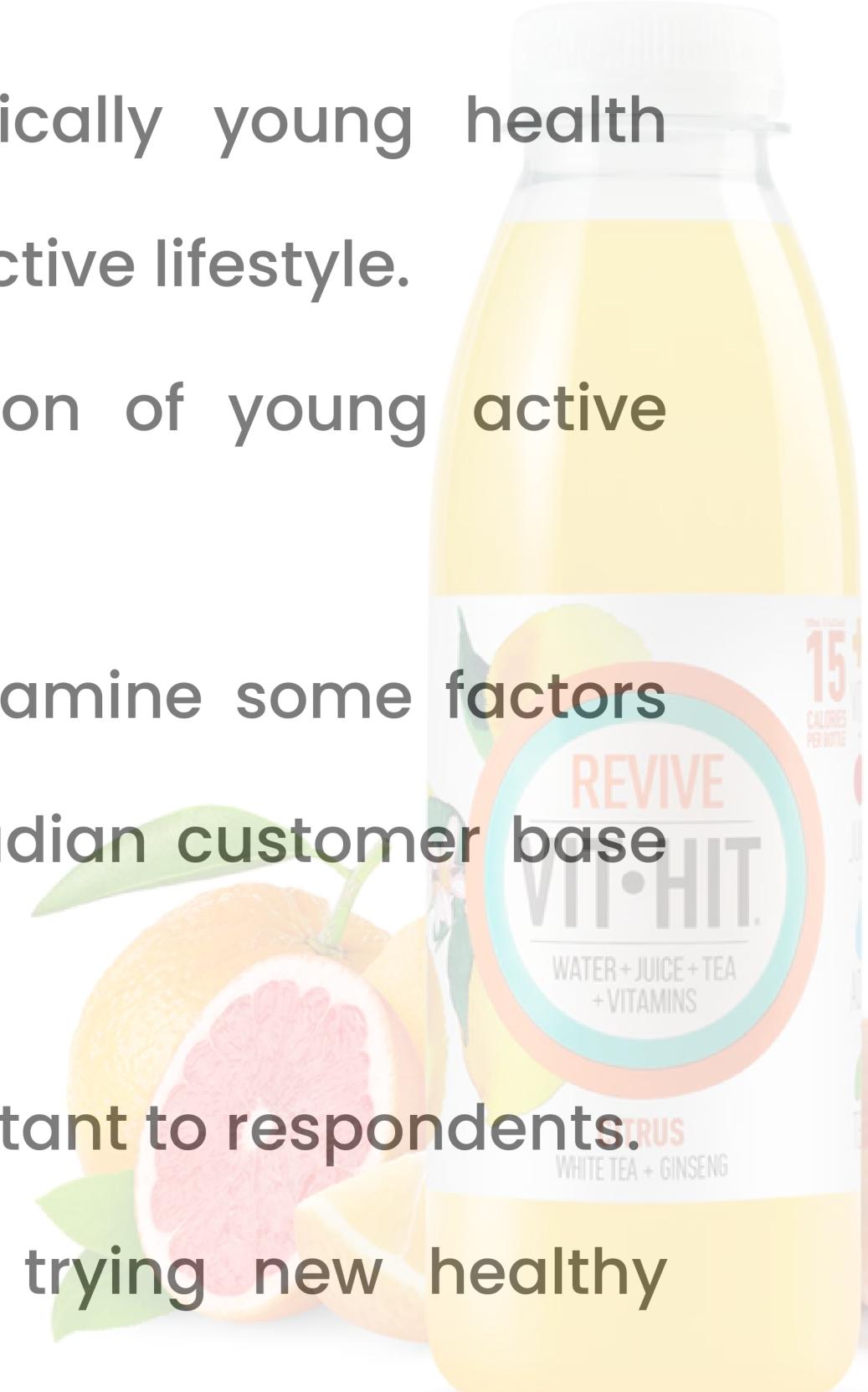
# Offline vs Online



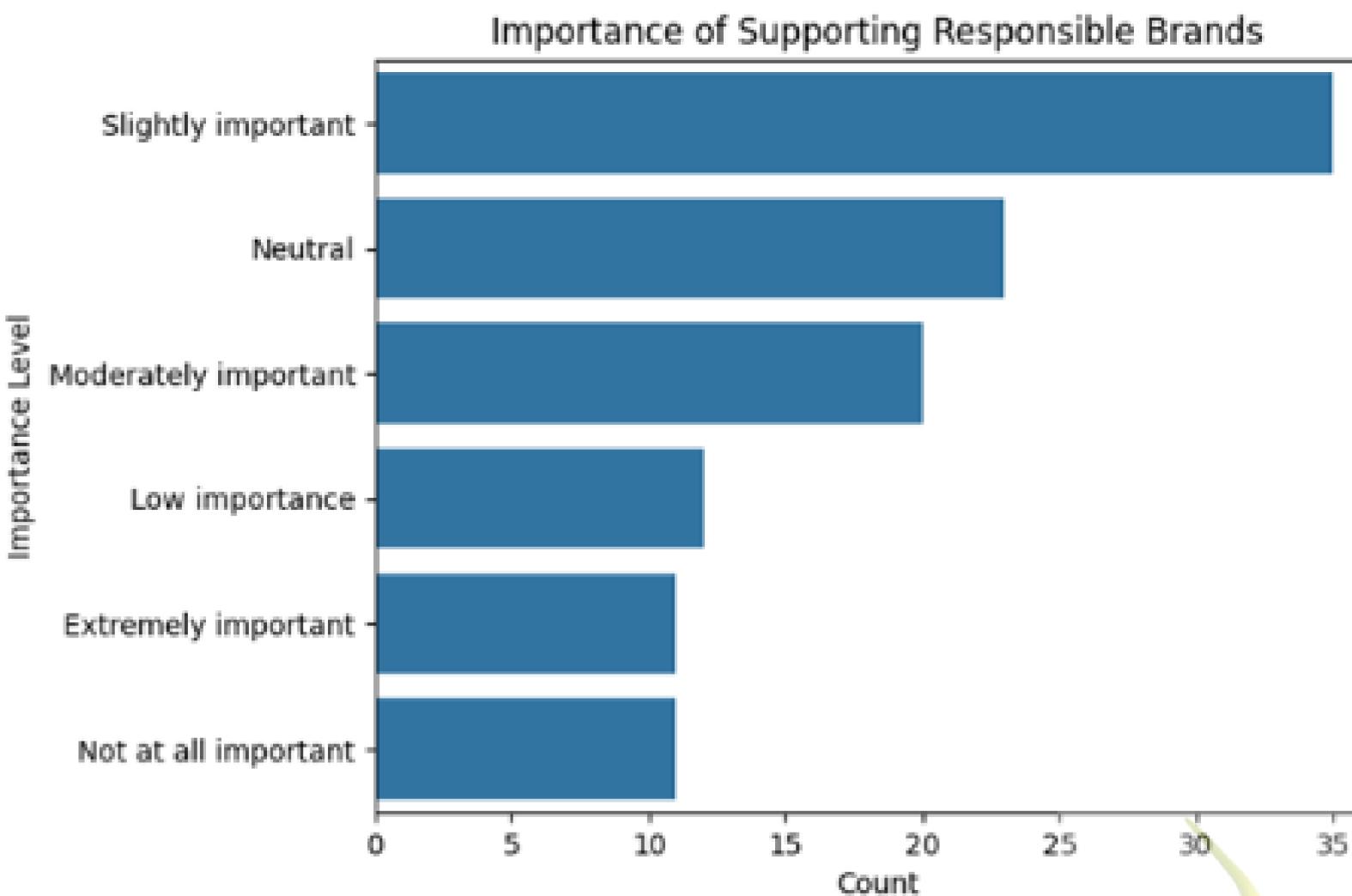
There is more demand for drinks such as VITHIT at in-person shops than online marketplaces.

# Target Market

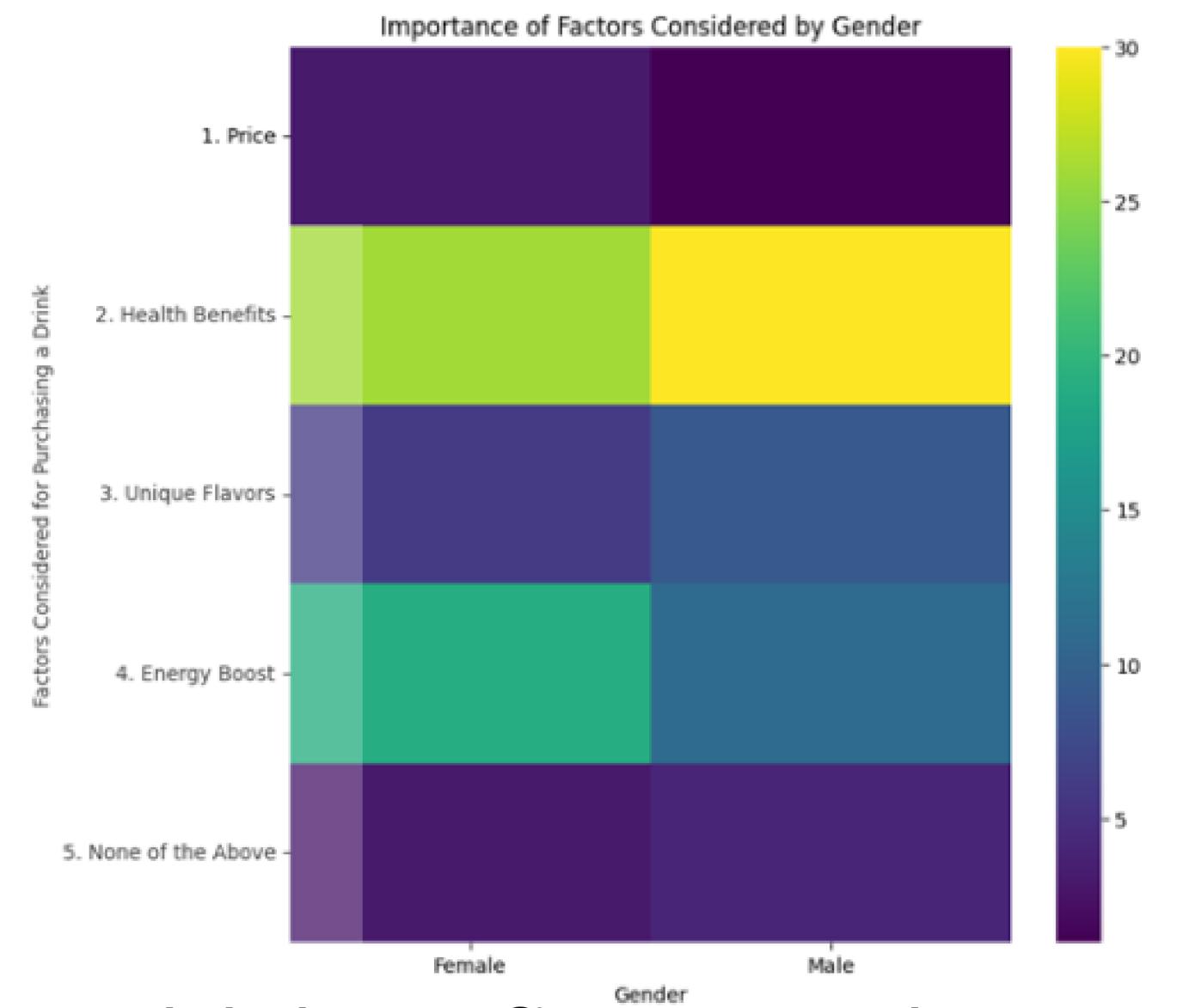
- VITHIT's target market is typically young health conscious consumers with an active lifestyle.
- Canada has a large population of young active consumers.
- A survey was conducted to examine some factors that were important to a Canadian customer base when choosing a beverage :
  - A healthy lifestyle was important to respondents.
  - Respondent were open to trying new healthy drinks.



# Consumer Values



Supporting responsible brands somewhat matters to potential consumers, but it is not a deciding factor



Health benefits were the most important factor to respondents followed by energy boosts

# SWOT Analysis

## STRENGTHS

- VITHIT offers a unique offering as compared to the other energy/non-carbonated drinks with its low calorie, vitamin-rich formulation, appealing to health-conscious consumers seeking functional beverages.
- VITHIT's success in other markets like Australia, UK provides a platform for brand recognition, easing market entry into Canada. Additionally, leveraging existing distribution networks from its presence in the USA can expedite VITHIT's expansion efforts and enhance its distribution capabilities in the Canadian market.
- VITHIT offers competitive pricing without compromising on its quality or nutritional benefits.

## OPPORTUNITIES

- The growing trend toward health and wellbeing provides potential for VITHIT to capitalize on rising demand for functional beverages among health-conscious customers.
- Leveraging e-commerce platforms and digital marketing channels allows VITHIT to reach a larger audience and make online purchases more convenient, especially for tech-savvy consumers.
- Students, urban professionals are more inclined to test a new drink, therefore identifying niche market groups, collaborating with health and fitness influencers, gyms, and wellness events can help boost brand awareness and trust, resulting in product acceptance among target customers.

## WEAKNESS

- VITHIT's marketing and branding may predominantly resonate with younger audiences, such as millennials and Generation Z, thereby restricting its popularity among older age groups.
- Compliance with Canadian regulatory standards for beverage labelling and ingredient approval may present difficulties and delay product introduction.
- Despite success in other markets, VITHIT may initially have low brand recognition among Canadian consumers, necessitating a significant expenditure in marketing and promotional initiatives to raise awareness.

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## THREATS

- Establishing and maintaining an efficient distribution network across Canada's wide geographical breadth can be costly, thereby diminishing profitability and affecting VITHIT's overall sales margins.
- The US and the UK are the biggest non-EU exporters of spirit drinks to Canada. Mexico is a competitor as well.
- Fluctuations in currency rates between the Canadian dollar and Euro, might affect import costs for VITHIT's ingredients or packaging materials, potentially influencing product pricing and profitability.



# Findings

- VITHIT's unique value proposition makes it appealing to health-conscious consumers looking for useful and refreshing alternatives
- Students and young adults are more likely to try new beverages. By implementing marketing strategies that use a variety of channels, such as social media platforms, influencer partnerships, and immersive experiential marketing initiatives, VitHit can engage with target demographics and increase brand recognition.
- Navigating the competitive landscape, regulatory constraints, and demographic variations will necessitate meticulous preparation and execution.





# Thank You



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