

# ö Hydration Brand Research Report

## Products/Services

- **Product Range:** ö hydration offers electrolyte-rich hydration products designed for optimal absorption
- **Flagship Product:** Zero-sugar hydration solution that helps fight fatigue and dehydration
- **Key Features:** Contains 6 essential minerals, stevia-sweetened, no artificial flavors or colors
- **Product Form:** Available in powdered form in convenient individual packets
- **Flavors:** Multiple natural flavors including lime, watermelon, and others
- **Use Cases:** Hydration before, during, and after physical activity; everyday hydration

## Main Personas

- **Athletes:** Performance-focused individuals seeking optimal hydration for training and competition
- **Active Lifestyle Enthusiasts:** Regular exercisers who need proper hydration but want healthier alternatives
- **Health-Conscious Consumers:** People avoiding sugar and artificial ingredients in traditional sports drinks
- **Outdoor Enthusiasts:** Hikers, cyclists, and adventure seekers requiring portable hydration solutions
- **Age Range:** Primarily 25-45 year old adults with active lifestyles

## Tone & Communication Style

- **Voice:** Direct, educational, and motivational
- **Approach:** Science-backed information presented in accessible language
- **Style:** Clean, modern, and minimalist with focus on product benefits
- **Language:** Bilingual communication (French and English) for Canadian market
- **Visual Identity:** Clean design with focus on water imagery and active lifestyle

## Brand History

- **Founded:** Recent startup in the Canadian hydration market
- **Origin:** Created to address gaps in the hydration market for clean, effective solutions
- **Market Entry:** Entered as a challenger to traditional sports drinks with a health-conscious alternative

- **Development:** Appears to have grown through direct-to-consumer and specialty retail channels

## Differentiating Elements

- **Formula:** Zero sugar composition sets it apart from traditional sports drinks
- **Mineral Complex:** Features 6 essential minerals for superior electrolyte balance
- **Natural Ingredients:** Commitment to clean ingredients without artificial additives
- **Stevia Sweetening:** Natural sweetener instead of artificial sweeteners or sugar
- **Convenience:** Individual packets for portability and precise dosing

## Expertise & Specialties

- **Hydration Science:** Focus on optimal mineral and electrolyte formulations
- **Performance Nutrition:** Understanding of athletic performance requirements
- **Clean Ingredients:** Expertise in natural formulations without compromising effectiveness
- **Canadian Brand:** Local expertise and understanding of Canadian consumer preferences

## Vision & Values

- **Mission:** To provide superior hydration solutions with clean, effective ingredients
- **Core Values:** Performance, health, quality, and natural ingredients
- **Approach:** Science-based formulations for optimal hydration
- **Quality Commitment:** Premium ingredients and rigorous testing standards

## Social/Environmental Commitments

- **Packaging:** Appears to focus on convenient individual packets (potential for eco-friendly improvements)
- **Clean Ingredients:** Commitment to natural components without artificial additives
- **Health Focus:** Promoting healthier hydration alternatives to sugary drinks

## Industry Positioning

- **Market Position:** Premium hydration alternative to mass-market sports drinks
- **Price Point:** Likely mid to high range compared to traditional sports drinks
- **Distribution:** Direct-to-consumer and specialty retailers
- **Target Market:** Performance-focused individuals and health-conscious consumers

## Competitive Analysis

1. **Nuun** - Similar focus on electrolytes and tablets but ö offers a unique mineral complex
2. **Hydralyte** - More medical/recovery focused while ö positions more for everyday and sports use
3. **Liquid I.V.** - Uses different technology (rapid transport) while ö focuses on mineral balance

## Customer Journey & Touchpoints

- **Discovery:** Social media, fitness communities, word of mouth
- **Consideration:** Website information, product comparisons, ingredients research
- **Purchase Decision:** Personal hydration needs, ingredient preferences, taste preferences
- **Post-Purchase:** Usage experience, results on performance/wellbeing, repurchase convenience

## Pain Points & Challenges

- **Market Education:** Need to educate consumers on superior hydration beyond water
- **Taste Expectations:** Overcoming perceptions that healthy hydration can't taste good
- **Price Sensitivity:** Justifying premium pricing versus conventional sports drinks
- **Usage Habits:** Changing established hydration routines among target consumers
- **Competition:** Standing out in increasingly crowded alternative hydration market