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Blue Powerade

Blue Powerade is arguably one of the most popular sports drinks in the industry today. Powerade was first invented in 1988 by the Coca-Cola Company to compete with the most popular sports drink of that time, Gatorade. Powerade has a lot to bring to the table, and that is why it has been very successful over the many years it has been on the shelves. One of the things it has to offer is its unique taste, especially when it comes to the Mountain Berry Blast flavor. The drink has a number of micronutrients to help fuel the body for those who want to keep moving and feel good. Also, when it comes to buying these drinks you have several options to choose from, ranging anywhere from a 24 pack of 20 oz powerades to buying a 6 pack of the 32 oz size powerades. So, when it comes to the variety of what you buy in these drinks, Powerade definitely competes with the best of the best. Finally, Powerade is affordable for most people with pricing just below its lead competitor, Gatorade. All of these factors contribute to this popular brand's success.

As far as pricing goes, Powerade is close to your typical sports drinks, and the Blue Powerade can be found in most supermarkets, convenience stores, and vending machines. This makes it available to pretty much all of the United States. In addition to location, the price is affordable enough for most athletes and everyday people to get this quality sports drink. Other drinks of its kind include Gatorade and Vitamin Water, and all are found at the extremely common supermarket, Walmart. Of these three options, Powerade is the least costly compared to

its two competitors for pricing, and all three drinks are available at Walmart in a single sized bottle. Starting with the highest price, a 28 oz Gatorade costs \$1.47. Following Gatorade is the Vitamin water in the 20 oz size at a price of \$1.38. Finally, Powerade comes at the least expensive price of \$1.08 for a 28 oz bottle. The lowest price definitely gives Powerade the advantage in the sports drink market.

✓ In addition to pricing, Powerade also has the packaging variety to keep up with its lead competitor, Gatorade. According to the Walmart website, both brands produce similar variation in size and number of drinks available for purchase. Of course, there is the common singular 28 oz from both companies, but there is also a number of packages very similar to one another. Both Gatorade and Powerade have a 8 pack of 20 oz drinks for sale along with a 24 pack of 12 oz drinks and a 24 pack of 20 oz drinks. While both brands offer other variety packs, Powerade offers the only large drink combination with their 15 pack of 32 oz drinks. Having an assortment of bundles is essential to the success of both organizations in the very competitive market. Whether it's a soccer mom trying to supply the team with energy and hydration or a college student stocking their fridge with electrolytes, the demand for drink bundles is always there. It is clear that Powerade meets the criteria to supply its customers with a wide variety of packages for them to consume.

✓ On top of low pricing and a wide variety of packaging, Powerade also has the flavor and nutrients to keep them in the ranks of the most popular sports drinks. The Powerade Mountain Berry Blast is a favorite of the Powerade flavor selection. It has a mixed berry flavor that is the perfect medium of sweet and tart. It is very refreshing to the customers who want the hydration and electrolytes it provides. Most people like their Powerade ice cold, but this berry blast does the job under any conditions. However, quality is much more than just the taste of the drink.

What the drink has in it and what it can do for the body are probably more important than what it tastes like especially when one is looking for the perfect sports drink. During physical exertion, Powerade is a sports drink that replenishes electrolytes, carbs, and vitamins. Although Powerade works well and replenishes nutrients lost during exercise, it also has significant levels of sodium and sugar, both of which are harmful in excess. Your body uses carbohydrates as its primary fuel source. 14 g of carbs can be found in Powerade. B-complex vitamins B-3, B-6, and B-12, all of which boost energy metabolism, are present in Powerade. According to a 2,000 calorie diet, Powerade provides 10% of the recommended daily intake for the vitamins B-3, B-6, and B-12. Vitamin B-3 is linked to digesting and turning food into energy, B-6 is linked to making red blood cells, which boosts blood oxygen levels, and B-12 keeps red blood cell counts stable. Electrolytes are substances that control the pH of your blood and body's fluids. Electrolyte imbalance can cause dehydration, muscle tiredness, poor performance during physical exercise, and, if severe enough, a number of harmful health conditions, including heart failure. The four electrolytes that are typically lost through sweat are replaced with Powerade. This drink meets the standards of a quality sports drink to replenish the body with a pleasant flavor and necessary ingredients.

In light of all the facts, Blue Powerade is one of the best sports drinks in the nation. With pricing lower than top rivals, it continues to compete in a huge market and pull customers in by keeping the cost low. Furthermore, the brand puts out a great variety of bundles for consumers to choose from. In comparison to Gatorade, some might argue that Powerade has the better selection of sizes. Most importantly, the company has the flavor and ingredients to keep consumers refreshed and coming back for more. This is all why Powerade has withstood the test

of time lasting over three decades and has the second largest share of the United States sports drink category at 13.7%