

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT



Manufacturer:
Target Brands, Inc.

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www.target.com/s?searchTerm=up%26up+-pediatric+electrolyte+so-lution&tref=typeahead%7Cterm%7Cup%26up



Up&Up Pediatric Electrolytes

Description: (from Manufacturer's Website)
Compare to Pedialyte, Recommended by Pediatricians to Help Replenishes Electrolytes and Zinc.

Price per Serving:** \$1.66

3rd Party Certifications:
None

Flavor Name(s):*
(Different flavors may have unique ingredients and nutritional information related to their specific flavoring and/or coloring agents - see individual product labels for details.)

Unflavored, Strawberry, Mixed Fruit, Grape, Orange

Primary Application(s):
Daily Hydration, Sports Activity (Fitness)

Beverage Form:
Ready to Drink

Beverage Base:
Still Water

Label (and Other) Warnings:
None

Allergens: (Ingredient Related)
None

USBRB Commentary (PROS/CONS):

Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

Electrolyte Content:

CON - Slightly High Amount of Electrolytes

Electrolyte Balance:

CON - Unbalanced Electrolytes

Flavoring:

CON - Contains Some Artificial Flavor(s)

Coloring:

CON - Contains Artificial Color(s)

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

MIXED - Contains Both Natural and Artificial Sweeteners, PRO - Does Not Contain Stevia

Glycemic Index:

PRO - Low Glycemic Index

Sodium Content:

NEUTRAL - Moderate Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

PRO - Aids Recovery

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

CON - No Other Functional Benefits

Poor Choice

Rating: **63.4** points



Nutrition Facts

About 3 servings per container
Serving size 12 fl oz (360 mL)

	Per serving	Per container
Calories	35	100
	% DV*	% DV*
Total Fat	0g 0%	0g 0%
Sodium	370mg 16%	1030mg 45%
Total Carbohydrate	9g 3%	25g 9%
Total Sugars	9g	25g
Incl. Added Sugars	9g 18%	25g 50%
Protein	0g	0g
Potassium	280mg 6%	780mg 15%
Zinc	2.8mg 25%	7.8mg 70%
Chloride	440mg 20%	1240mg 50%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium and iron.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients

Water, Dextrose, Less Than 2% of: Citric Acid, Potassium Citrate, Salt, Sodium Citrate, Natural and Artificial Flavor, Sucralose, Acesulfame Potassium, Zinc Gluconate And Yellow 6.

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