



Pocari Sweat: Funny Name, Great Drink

Listening Questions 1:

1. What kind of drink is Pocari Sweat?
2. What did the doctor in Mexico recommend to the Otsuka researcher who was in the hospital?
3. What inspired the researcher in 1973?
4. How many trial products did Otsuka Pharmaceutical create before finding a successful recipe?

Listening Questions 2:

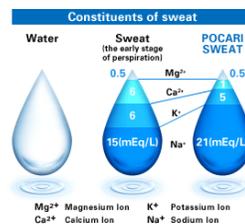
1. What is the only country outside of Asia where Pocari Sweat is sold?
2. What was Pocari Sweat's market share in Japan in 2013? What was it in Indonesia?
3. What is Pocari Sweat Ion Water?
4. Why should Otsuka change the name of Pocari Sweat if it were launched in an English-speaking market?

Transcript 1:

Pocari Sweat is a popular sports drink brand made by Otsuka Pharmaceutical Company. It was created in 1980 and it has an interesting origin story.

In the early 70s, an Otsuka researcher was hospitalized with an upset stomach while on a business trip in Mexico. The doctor who treated him told him that he needed to recover by drinking enough water and consuming electrolytes. The doctor then gave him a soda. The researcher thought it would be better if there were a single drink that could provide both.

In 1973, that same researcher again was in a hospital and he saw a doctor drinking an I.V. solution to rehydrate after performing surgery. That inspired him to create a drink that could rehydrate and replenish the electrolytes of people like an I.V. Otsuka developed Pocari Sweat through trial and error. It took over 1,000 trial products before they found that mixing one of the trial products with a citrus juice powder created a good tasting drink. Before that, all of the products had a very bitter taste.



Transcript 2:

As of 2015, Pocari Sweat is sold in 18 countries or territories. The first area outside of Japan where Pocari Sweat was sold was Taiwan. Sales in Taiwan started in 1982. Almost all of the countries where Pocari Sweat is sold are in Asia. Egypt is the only exception.

In 2013, Pocari Sweat had 26% of the sports drink market share in Japan. That same year, it had much stronger market share in Indonesia and Hong Kong with 60% and 58%, respectively.

Also in 2013, Otsuka launched Pocari Sweat Ion Water, which is a low-sugar and low-calorie version of Pocari Sweat. The regular version has 26 calories per 100 ml and the Ion Water has only 11 calories per 100 ml.

If Otsuka ever launches Pocari Sweat in an English-speaking country, it should consider changing the product name as native English speakers would not likely want to drink something called "sweat."