PRIME

FREE BRAND BREAKDOWN

BRAND GROWTH BREAKDOWN

Prime Hydration

From $1.2 billion to a 76% crash. The biggest creator brand rise and fall.

CONTENTS

WHAT YOU'LL FIND INSIDE.

01 · THE STORY

HOW PRIME HYDRATION GOT HERE.

Prime Hydration launched in January 2022 as a joint venture between Logan Paul and KSI, with Congo Brands behind manufacturing and distribution. The two founders had a combined reach of tens of millions of followers.

The product worked because the timing worked. Gen Alpha wanted a drink their parents did not understand. Bottles resold for absurd multiples. Queues formed at supermarkets.

At peak in 2023 Prime reported over $1.2 billion in global sales. Then the slide started. By late 2025 revenue had reportedly collapsed to around $300 million globally, with UK turnover dropping from £112.2M to £32.8M and net profit falling over 90%.

The Prime story is the cleanest case study in creator-brand fragility. Virality is a launch strategy. It is not a business model.

> *"Virality is a launch, not a business model."*

02 · THE TIMELINE

KEY MILESTONES.

2022
Launch
Logan Paul + KSI release Prime

2022
First sell-outs
Bottles resell at extreme multiples

2023
Peak year
$1.2B+ global sales

2023
Energy line launch
Prime Energy draws regulator attention

2024
UK decline
Turnover drops 70%+ YoY

2025
Prime Ice launch
Reformulation attempt

Every milestone above is a compounding bet. The brands that last are the ones where each phase sets up the next. Prime Hydration is a case study in sequencing.

03 · BY THE NUMBERS

THE GROWTH IN NUMBERS.

$1.2B
Peak annual sales (2023)

$300M
Projected 2025 revenue

-76%
Revenue decline from peak

-70%
UK turnover decline 2024

-91%
UK net profit decline 2024

2022
Year launched

2
Creator co-founders

1B+
Bottles sold cumulative

Figures drawn from public reporting.

04 · GROWTH TRAJECTORY

GLOBAL SALES, RISE AND FALL

The curve matters more than any single number. The shape tells the strategic story: where the brand accelerated, where it compounded, and where the next investment moment sat.

05 · ICP ANALYSIS

WHO ACTUALLY BUYS.

The Prime buyer at peak was not one customer. It was two, stacked. The primary buyer was a parent buying for a child. The secondary buyer was the child asking for it.

That double-ICP is unstable. The child's attention moves quickly to the next thing. The parent's wallet follows. Once the cultural moment passed, both customers drifted.

OPERATOR PROFILE

Aged 10-22 primary user, 30-50 purchase agent (parent). Discovery happens on YouTube, TikTok, and school playgrounds. Motivated by identity signalling and peer pressure. Low emotional switching cost once the trend fades. The ICP is a moment, not a segment.

WHAT THEY WANT

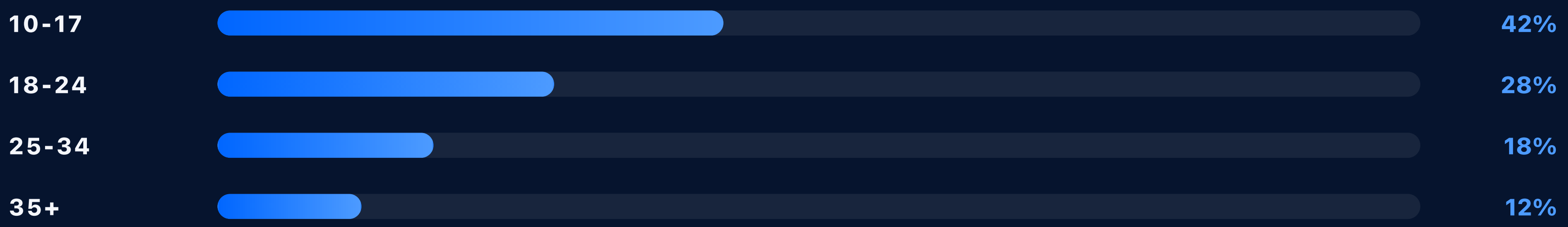
- → To be seen with the drink their favourite creator drinks
- → To belong to a playground cultural moment
- → To collect bottles like limited-edition merchandise
- → To feel slightly illicit (parents do not get it)

WHAT THEY FEAR

- × Not having it when everyone else at school does
- × Showing up to a friend's house without a 'cool' drink
- × Looking like they missed the trend
- × Parents cutting the supply off

06 · AUDIENCE SPLIT

THE AUDIENCE, SPLIT.



The audience skew is the tell. Brands built on the 10-17 segment rarely translate into long-term beverage businesses because the segment's loyalty is contingent on cultural relevance, not product preference.

07 · BRAND POSITIONING

"The drink the creators you love drink."

That worked because the creators were the moment. It stopped working when the creators moved on.

The blind spot was the absence of a product-led pillar. Prime never claimed to be the best hydration drink. It claimed to be the Prime drink. When the cultural magnet weakened, there was nothing sticky underneath.

Creator-led

Logan + KSI credibility at launch.

Scarcity-driven

Low availability fuelled resell culture.

Identity

Being seen drinking Prime mattered more than taste.

08 · COMPETITOR COMPARISON

HOW THEY DIFFER.

DIMENSION	PRIME	GATORADE
Category	Creator drink	Sports hydration
Moat	Founder reach	Brand + shelf space
Retention	Trend-based	Habit-based
Risk	Founder attention	Competitor launches
Peak year	2023	40+ years

WHAT MAKES THEM DIFFERENT

01
Creator reach replaced an advertising budget at launch.

02
Distribution scarcity created FOMO-driven secondary markets.

03
Packaging screamed identity over function.

04
All three advantages were fragile to attention shifts.

09 · CONTENT STRATEGY

PLATFORMS & CONTENT SYSTEM.

Prime's content strategy was the founders themselves. Logan Paul and KSI posted about the brand on their own feeds to audiences already engineered for conversion.

Retail content was minimal. The brand did not build a secondary content engine because it did not need one. Until it did.

WHAT WORKS

- Founder-led launch content that printed money
- Scarcity events that drove resell coverage
- UGC from children filming their first taste
- Retail sell-through reporting that generated press

WHAT DOESN'T

- Functional content explaining why to drink it
- Loyalty programs or retention content
- Flavour-led creative independent of creators
- Authentic community building beyond hype

10 · CONTENT PILLARS

PILLARS & PLATFORMS.

CONTENT PILLARS

Creator voice
Founder-led posts

Scarcity
Drops + resell coverage

Kids TikTok
Taste-test videos

Retail reveals
In-store availability news

PLATFORMS

YOUTUBE
Founder main feeds

TIKTOK
Kids taste-tests

INSTAGRAM
Drop reveals

PRESS
Shelf placement buzz

11 · FUNNEL & GROWTH

HOW THEY ACQUIRE CUSTOMERS.

01
AWARENESS
YouTube + TikTok founder content

02
INTEREST
Resell price screenshots

03
CONSIDERATION
Limited drops at retail

04
PURCHASE
Grab-and-buy impulse at shelf

The funnel worked perfectly for first-time trial at scale. It failed at making the first purchase the start of a relationship.

12 · RETENTION

HOW THEY KEEP CUSTOMERS.

Retention was the hole in the business. The product got into the house on hype. Nothing kept it in the fridge.

Gatorade and Powerade win retention because of a decades-old habit loop and shelf dominance. Prime never built an equivalent mechanism.

The 2025 Prime Ice launch was an acknowledgement of this. A reformulation can reignite trial. It is much harder to rebuild habit.

KEY RETENTION METRIC

The retention gap

UK net profit fell over 90% in a single year while turnover fell 70%. That margin compression signals buyers dropped off before the cost base could reset.

13 · KEY LESSONS

TAKEAWAYS YOU CAN APPLY TODAY.

01 **Virality is a launch, not a business.**
Prime's launch was flawless. The flaw was assuming the launch engine would keep running forever.

02 **Concentrate risk in founders at your peril.**
If the brand depends on two people's cultural relevance, the brand will track that relevance both up and down.

03 **Scarcity converts. Habit retains.**
Scarcity is a great first-touch tool. It is a terrible retention tool.

04 **Build a product pillar, even with creator reach.**
Creator reach gets you shelf space. A reason to pick the product again gets you repeat purchase.

05 **Retail spend does not fix retention problems.**
You cannot trade-spend your way out of customers who do not want the product anymore.

06 **Reformulations rarely rebuild momentum.**
Once a cultural moment ends, a product reformulation can only fight for the functional buyer.

07 **Track your second-purchase rate from day one.**
The single number that would have predicted the Prime decline 18 months before it happened.

THE NEXT MOVE

WANT US TO BUILD THIS FOR YOUR BRAND?

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