

20 Sep 2023 | Interviews

Get To Know: Rising UK Effervescent Wellness Star Phizz

by David Ridley

London-based start-up Phizz markets in the UK's busy wellness category effervescent products that it claims effectively hydrate while also providing essential vitamins and minerals.

London-based wellness start-up Phizz Ltd claims to market the third best-selling effervescent brand in the UK.

Focused on offering products that effectively hydrate while also providing essential vitamins and minerals, Phizz wants to increase the visibility of its eponymous brand through a new out-of-home campaign.

Partnerships with lifestyle brands like Gymshark and Emirates Airlines provide another way to stand out in a busy consumer health category.

Q What is the history of the company?

A Phizz originated from the discovery that a 10-hour flight results in a two-liter water loss! We grew tired of separate products like electrolyte powders, multivitamins and sports drinks, and felt there had to be a superior solution. Determined to create a single product that could hydrate more effectively than water and provide essential daily health benefits, we enlisted the support of a neuroscientist who believed in our vision. We relocated to London and partnered with a Swiss research laboratory, working tirelessly for nine months. Ultimately, Phizz was born! We've since become the number-three selling effervescent brand in the UK. We're soaring off shelves at Sainsbury's, Tesco, Morrison's and WHSmith.

Q What are your biggest selling UK products?

A Our flagship product is a 3-in-1 effervescent tablet. It delivers three times faster hydration, replenishes key electrolytes and 18 essential nutrients. With Phizz smarter hydration you feel more alert, energised while giving your body a foundational health hit.

Q Are you planning any investments in these brands in the next few months?

A This month, with our launch in Tesco Express, we figured it's high time to make our mark even more visible out in the wild. Our out-of-home campaign "Are You Taking The Phizz" reflects our disruptive energy, but also speaks to the genuine surge we've seen in new customers – because once you've experienced Phizz, tackling a day without it is simply unthinkable. From billboards, bus stops to shopping centers we're taking Phizz to the streets of London with a 10m-plus reach campaign.

Q What are the opportunities/challenges for growth in the UK consumer healthcare market today?

A Consumer health is a highly competitive category. Phizz not only has to create products with true points of difference but find cost-effective ways to gain visibility and trial. Credibility is something a lot of bigger brands pay for with famous endorsements, whereas Phizz has found organic relationships with giants like Gymshark and Emirates Airlines.