Liquid I.V.'s reviews say it *works*, and that it's too sweet (18%, rivals 2% to 11%)

> Of the reviews we read, 20% of Liquid I.V.'s say it hydrates or helps with cramps, level with LMNT (19%) and ahead of DripDrop (12%). 18% say it's too sweet or has too much sugar, against LMNT's 2%, DripDrop's 4% and Ultima's 11%. The opening is LMNT's salt: 25% of its reviews read call it too salty, 6% of Liquid I.V.'s. We used Amazon's critical filter on purpose, so this shows what complaints say, not how common they are.

Liquid I.V.
against LMNT, DripDrop, Ultima

644 reviews read
Amazon
dated 21 Jul 2018 to 1 Nov 2026

539 of the 644 in a theme
sorted by a model, 19 corrected by hand, counted exactly

November 3, 2026
public reviews only; no reviewer names

THE SHORT VERSION

Sell that it works; answer the sugar question; let LMNT's salt be the contrast

18%

of Liquid I.V.'s reviews read say it's too sweet or has too much sugar

LMNT 2%, DripDrop 4%, Ultima 11%. About two-thirds of what we read is three stars or lower, on purpose

20%

of Liquid I.V.'s reviews read say it hydrates or helps with cramps

LMNT 19%, Ultima 13%, DripDrop 12%

25%

of LMNT's reviews read call it too salty

Liquid I.V. 6%, DripDrop 1%, Ultima 1%

12%

of the Immune listing's reviews read say packets arrived open or burst

Lemon Lime 2%, Passion Fruit 6%. Rival brands 3% at most

01 **Works, but sweet**

On hydration Liquid I.V. is level with LMNT (20% and 19%) and ahead of Ultima (13%) and DripDrop (12%). Sugar is its own complaint: 16 of its 60 low-star reviews read, Amazon's critical filter included, against 1 for LMNT.

02 **Taste splits Liquid I.V.'s reviews**

Liquid I.V.'s reviews say it tastes good (23%) about as often as bad (21%), and Ultima's too (27% and 22%). LMNT's (31% and 20%) and DripDrop's (32% and 16%) lean to good.

03 **Stars are close**

Amazon's own one- and two-star shares: Liquid I.V. 3%, LMNT 6%, DripDrop 4%, Ultima 4%. DripDrop reviews naming Liquid I.V. (16) mostly prefer Liquid I.V. (11); read them as anecdotes.

Counts are of the 644 reviews we read (Amazon), not of everyone who uses it. A share is of each brand's own reviews read. Themes are a model's sorting; the counts of that sorting are exact.

WHAT WE READ

Each brand's three electrolyte powder listings by ratings count, low stars read on purpose

Low stars read on purpose, so the fair star comparison is Amazon's own split, per listing. Nuun's widely rated Amazon listings are tablets and its powder packets have a few hundred ratings each, so Ultima replaced it. Beside each listing: shares of its reviews read.

BRAND	AMAZON	1-2★, AMAZON'S OWN
Liquid I.V. YOU	**4.65★**, about 199K ratings, 3 listings read 156, weighted to complaints on purpose: 11 Mar 2019 to 31 Oct 2026 Liquid I.V. Hydration Electrolytes, Lemon Li… 4.6★, 108K, 3% 1-2★, read 51; sweet 25%; works 27%; tasty 16%; burst 2% Liquid I.V. Hydration Electrolytes, Passion… 4.7★, 69K, 3% 1-2★, read 54; sweet 20%; works 19%; tasty 30%; burst 6% Liquid I.V. Hydration + Immune Electrolytes,… 4.7★, 22K, 2% 1-2★, read 51; sweet 8%; works 14%; tasty 24%; burst 12%	3% of 199K
LMNT RIVAL	**4.58★**, about 35K ratings, 3 listings read 158, weighted to complaints on purpose: 2 Feb 2021 to 31 Oct 2026 LMNT Zero Sugar Electrolytes - Variety Pack… 4.6★, 27K, 6% 1-2★, read 59; sweet 2%; works 22%; tasty 34%; burst 5% LMNT Zero Sugar Electrolytes - Raspberry Sal… 4.6★, 6,668, 5% 1-2★, read 51; sweet 4%; works 22%; tasty 27%; burst 2% LMNT Zero Sugar Electrolytes - Chocolate Sal… 4.3★, 2,201, 12% 1-2★, read 48; sweet 0%; works 12%; tasty 31%; burst 0%	6% of 35K
DripDrop RIVAL	**4.61★**, about 69K ratings, 3 listings read 164, weighted to complaints on purpose: 30 Jun 2021 to 31 Oct 2026 DripDrop Hydration Electrolyte Powder Packet… 4.6★, 51K, 4% 1-2★, read 55; sweet 7%; works 16%; tasty 29%; burst 2% DripDrop Hydration Juicy Variety Pack, Elect… 4.6★, 13K, 4% 1-2★, read 56; sweet 2%; works 11%; tasty 30%; burst 0% DripDrop Hydration Watermelon Electrolyte Pa… 4.7★, 4,789, 4% 1-2★, read 53; sweet 4%; works 9%; tasty 36%; burst 4%	4% of 69K
Ultima RIVAL	**4.65★**, about 41K ratings, 3 listings read 166, weighted to complaints on purpose: 21 Jul 2018 to 1 Nov 2026 Ultima Replenisher Original Variety Electrol… 4.6★, 21K, 5% 1-2★, read 59; sweet 14%; works 8%; tasty 14%; burst 0% Ultima Replenisher Lemonade Electrolyte Pack… 4.7★, 12K, 3% 1-2★, read 55; sweet 13%; works 16%; tasty 24%; burst 0% Ultima Replenisher Grape Electrolyte Packets… 4.7★, 7,461, 3% 1-2★, read 52; sweet 6%; works 15%; tasty 44%; burst 0%	4% of 41K

Per brand, its 3 own listings with the most ratings (each line: Amazon's stars, its ratings and its share of 1-2★, then reviews read). Amazon shares reviews across a product's sizes, so a few describe a sibling. Per listing: up to 20 most helpful, 20 from Amazon's critical filter, and 10 each of one and two stars.

SIDE BY SIDE

Too sweet is Liquid I.V.'s complaint, *too salty* LMNT's

Share of each brand's reviews read, two-thirds of them three stars or lower on purpose. Green is praise, red a complaint.

SHARE OF EACH BRAND'S REVIEWS READ THAT SAY IT · REVIEWS IN BRACKETS

THEMES SORTED BY A MODEL (GEMINI) · COUNTS EXACT

WHAT REVIEWERS SAY	LIQUID I.V.	LMNT	DRIPDROP	ULTIMA
PRAISE tastes good	23% (36)	31% (49)	32% (52)	27% (44)
COMPLAINT tastes bad	21% (33)	20% (32)	16% (26)	22% (37)
PRAISE hydrates, helps with cramps	20% (31)	19% (30)	12% (20)	13% (22)
COMPLAINT too expensive	15% (23)	19% (30)	9% (14)	10% (17)
COMPLAINT contains undesirable or hidden ingredients	10% (15)	12% (19)	9% (15)	6% (10)
COMPLAINT too sweet or too much sugar	18% (28)	2% (3)	4% (7)	11% (18)
COMPLAINT too salty	6% (10)	25% (40)	1% (1)	1% (1)
COMPLAINT weak or bland flavor	1% (2)	0% (0)	6% (10)	4% (7)
COMPLAINT packets arrived open or burst	6% (10)	3% (4)	2% (3)	0% (0)

Other themes: cannot return or get a refund (43); upset stomach (29); takes way too long to dissolve (26); powder arrived clumpy or tablets fused (22); wrong or missing flavors in pack (6). 539 of the 644 reviews are in a theme; of the 105 that are not, 9 are a few words of four- or five-star praise and 24 give one or two stars. Every review is listed in the HTML version.

A model (Gemini) named one set of themes for every brand and marked which each review says (up to three); we count its sorting. Base per brand: Liquid I.V. 156 reviews; LMNT 158 reviews; DripDrop 164 reviews; Ultima 166 reviews.

WHAT LIQUID I.V.'S REVIEWERS COMPLAIN ABOUT

Liquid I.V.'s reviews fault the sugar and the taste, and burst packets on its Immune listing

Of its 60 low-star reviews, Amazon's critical filter included: sweet 16, taste 23, price 9, burst packets 5. A review can say several.

too sweet or too much sugar

by listing: Liquid I.V. Lemon Lime 25% · Liquid I.V. Passion Fruit 20% · Liquid I.V. Immune 8%. share of reviews, then of low stars: Liquid I.V. 18%, 27% · LMNT 2%, 2% · DripDrop 4%, 5% · Ultima 11%, 18%

Very sweet

“Much too sweet for me. It’s a personal opinion.”

3★ · Liquid I.V. Lemon Lime · Sep 2026

Read the labels

“First ingredient is sugar”

3★ · Liquid I.V. Immune · Dec 2025

packets arrived open or burst

by listing: Liquid I.V. Lemon Lime 2% · Liquid I.V. Passion Fruit 6% · Liquid I.V. Immune 12%. share of reviews, then of low stars: Liquid I.V. 6%, 8% · LMNT 3%, 5% · DripDrop 2%, 5% · Ultima 0%, 0%

Open Liquid IV Packet

“I would normally give this product a 5 star review but when I received recent bag the first packet I pulled out was open (see photo).”

2★ · Liquid I.V. Immune · Apr 2026

Good product, poor packaging

“I really love this product. However when I opened the packaging, 2 of the individual packets were open and powder was everywhere, so I'm not too happy about that.”

3★ · Liquid I.V. Immune · Feb 2025

The themes here hold 21 of Liquid I.V.'s 60 one- and two-star reviews read; 33 are in other themes and 6 in no theme. Quoted as written, whole, without reviewer names; each quote is an example, the share beside the theme the evidence.

WHAT THE RIVALS' REVIEWERS SAY

LMNT's reviews call it too salty; DripDrop's call the flavor weak

Reviews naming Liquid I.V.: DripDrop 16 (11 prefer Liquid I.V.), LMNT 1, Ultima 1. Anecdotes.

too salty

share of reviews, then of low stars: Liquid I.V. 6%, 12% · LMNT 25%, 33% · DripDrop 1%, 0% · Ultima 1%, 2%

Taste

“Very salty. Overpowers the flavor.”

3★ · LMNT Variety Pack · Jul 2026

Too salty

“Too salty. May as well eat a teaspoon of salt”

2★ · LMNT Chocolate Salt · Jan 2026

weak or bland flavor

share of reviews, then of low stars: Liquid I.V. 1%, 3% · LMNT 0%, 0% · DripDrop 6%, 8% · Ultima 4%, 2%

Lack flavor

“I am not impressed with the lack of flavor ion these packets.”

3★ · DripDrop Bold Variety · May 2026

It’s ok

“Barely any flavor in the drink. Prefer the actual Liquid IV brand.”

2★ · DripDrop Juicy Variety · Oct 2026

WHAT REVIEWERS PRAISE

Liquid I.V. and LMNT are praised for *working*; DripDrop and LMNT for taste

What each brand's reviewers praise, with every brand's share beside the theme.

hydrates, helps with cramps

Liquid I.V. 20% · LMNT 19% · DripDrop 12% · Ultima 13%

Good Stuff

“It’s a good product that works. A staple for rehydration purposes.”

5★ · Liquid I.V. Passion Fruit · Jul 2026

Great to throw in your bag.

“These save me during the summer. They taste good are easy to pack for a day at the beach or a hike and they help with muscle cramps.”

5★ · Liquid I.V. Lemon Lime · Sep 2026

tastes good

Liquid I.V. 23% · LMNT 31% · DripDrop 32% · Ultima 27%

The best!

“Works! Best flavor ever!”

5★ · DripDrop Watermelon · Sep 2026

Great taste

“Great product, not sickening sweet!!”

5★ · DripDrop Bold Variety · Oct 2026

Quoted as written, whole, without reviewer names. Each quote is one review: an example of its theme; the shares beside the theme are the evidence.

THEIR WORDS, AND THREE MOVES

Lead with results; name the sugar plainly; taste against salty

The phrases reviews repeat across the four brands (each chip says how many are Liquid I.V.'s), and three lines taken from the reviews.

PHRASES 4+ REVIEWS WROTE · REVIEWS, LIQUID I.V.'S OF THEM

- tastes like 25 Liquid I.V. 8
- sugar free 20 Liquid I.V. 12
- bottle of water 18 Liquid I.V. 8
- other flavors 18 Liquid I.V. 5
- variety pack 17 Liquid I.V. 1
- other brands 17 Liquid I.V. 2
- after drinking 15 Liquid I.V. 3
- plain water 14 Liquid I.V. 6

Counted, not chosen by a model: runs of 2 to 4 words that 4 or more of the reviews we read wrote, names left out; 8 of the 40 counted.

TITLES AND FIRST BULLETS · HYDRATES, HELPS WITH CRAMPS

Lead with results

START FROM THEIR WORDS

“They help with muscle cramps”

20% of Liquid I.V.'s reviews read say it hydrates or helps with cramps, level with LMNT (19%) and ahead of Ultima and DripDrop. Any health claim needs its own check.

From reviews: #14 (Liquid I.V.), #67 (Liquid I.V.)

BULLETS AND A+ CONTENT · TOO SWEET OR TOO MUCH SUGAR

Say the sugar plainly

THE QUESTION TO ANSWER, NOT A LINE

“First ingredient is sugar”

18% of its reviews read say it's too sweet. State the grams per stick, and point to the sugar-free flavors.

From reviews: #128 (Liquid I.V.), #23 (Liquid I.V.)

PASSION FRUIT AND IMMUNE BULLETS; COMPARISON WITHIN AMAZON RULES · TASTES GOOD

Taste, against salty

START FROM THEIR WORDS

“It tastes great. Leaves you feeling refreshed”

25% of LMNT's reviews read call it too salty; Liquid I.V.'s 6%. Taste praise varies by flavor: open with the flavors reviews like.

From reviews: #106 (Liquid I.V.), #14 (Liquid I.V.)

Each line takes a run of 3 or more words from the first review named; the others are on the same subject (#n = its number in the HTML list). Built on reviewers' words, with a few of our own where a reply needs them: match it to Liquid I.V.'s own voice before using it.

HOW WE READ IT

What we read, how it was sorted, and what it cannot tell you

What was asked. “Liquid I.V.”: we read it as Liquid I.V. (electrolyte powder packets). No rivals were named, so we picked 3: LMNT (competes in the single-serve electrolyte drink mix category); DripDrop (direct electrolyte powder packet competitor in oral rehydration); Ultima (an electrolyte powder brand sold in single-serve packets, like Liquid I.V).

The reviews. Per brand, an Amazon search (“Liquid I.V. electrolyte powder packets”; “LMNT electrolyte powder packets”; “DripDrop electrolyte powder packets”; “Ultima Replenisher electrolyte powder packets”), its own listings with the most ratings, and per listing up to 20 most helpful reviews, up to 20 from Amazon's critical filter (one to three stars), and up to 10 each of one and two stars. We read complaints on purpose: the share of low stars here is not the share of buyers who complain; Amazon's own split is on slide 3.

Dates. Liquid I.V. on Amazon 11 Mar 2019 to 31 Oct 2026; LMNT on Amazon 2 Feb 2021 to 31 Oct 2026; DripDrop on Amazon 30 Jun 2021 to 31 Oct 2026; Ultima on Amazon 21 Jul 2018 to 1 Nov 2026; read November 3, 2026.

The themes. A model (Gemini) named one set of themes from a sample of the reviews, added themes for reviews it left out, then read each of the 644 reviews and marked the themes it says, up to three; a second pass reread each against its theme and kept only those that say it. 539 of the 644 reviews are in a theme (19 corrected by hand, each with its reason in the HTML list). The counts are exact tallies of that sorting; the sorting is a reading, not a measurement.

The quotes. Every quote is one review, stored as written and shown whole. No reviewer names. Reviews that name an account, carry a link, or name or describe a private person are counted but never quoted (7 left out for naming a person). 2 reviews with only emoji in the body left out.

What it cannot tell you. Reviews come from buyers who chose to write one; we read low-star reviews on purpose, so a share is not the share of buyers who complain. A share is of the reviews we read, not of buyers.

The evidence. The HTML version of this report lists every review we read, by theme, with a link to the review on Amazon.