

United Kingdom Sports Drink Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The UK sports drink market is projected to register a CAGR of 4.15% during the forecast period (2022-2027).

In the United Kingdom, gyms, sports clubs, and fitness studios were the first businesses to undergo forced shutdowns during the COVID-19 outbreak, resulting in minimal demand for sports drinks. The major sports tournaments like world cups and Olympics were also postponed, thus, limiting the sales of sports drinks in the United Kingdom.

The UK population is increasingly inclining toward maintaining health and fitness, driving the sports drink market. The market is also driven by the widespread penetration of sports nutrition products observed in the past few years. With the increasing shelf space of health-promoting products, sports drinks have gained retail space in the market.

Consumers are becoming increasingly aware of the composition of products, which has boosted the popularity of clean labeled sports drinks in the country. With the rising health concerns in the country, there has been an increased demand for nutrition-filled, low-calorie sports drinks made from natural ingredients such as stevia as a healthier sugar alternative.

UK Sports Drink Market Trends

Increased Sports Participation Driving Sports Drink Demand

The popularity of athleisure trends, such as health and wellness, remains the primary driver for the sports drink market. An increasing number of people participating in sports, such as athletics, bodybuilding, weightlifting, and cycling, drives the market for sports drinks in the United Kingdom. For instance, according to Sport England, the number of people participating in track and

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

field athletics in England was approximately 175,700 in 2020. In line with the athleisure trend, athletes seek a variety of sports drinks to fulfill their nutrition and water requirements. Athletes consume sports drinks to stay hydrated while restoring carbohydrates, electrolytes, and other nutrients otherwise lost during exercise. As athletic participation in the region has increased, the need for sports replenishment and nutrition also increased. Thus, healthy hydration trends in athletics have been a key factor in the growth of the UK sports drink market. For instance, according to the British Soft Drink Association, in 2020, the combined consumption of sports and energy drinks amounted to 836 million liters.

Increase in Online Retail Sales Driving the Demand

The increasing online retail sales also increased the sales of sports drinks. The growing number of internet users boosts the growth of this segment. According to the Office of National Statistics, United Kingdom, the number of adults using the internet increased from 91% in 2019 to 96% in 2020. The main reason for the increase in sales via online retail channels is convenience. Consumers find it easy to surf through the websites and choose their preferred brands. During the pandemic, when the gyms and sporting grounds were closed due to strict government regulations, many sports enthusiasts started exercising at home., which maintained the demand for sports drinks. Owing to the lockdown, when most retail stores were shut, people were largely inclined toward online shopping, thus adding to the increasing sales through online retail stores. Along with online retail stores like Amazon, companies like Coca-Cola and PepsiCo extended their products to the customers through their online platforms.

UK Sports Drink Market Competitor Analysis

The leading players in the UK sports drink market enjoy a dominant presence across the country. The leading brands in the region are Gatorade by PepsiCo Inc., Lucozade, and Powerade by The Coca-Cola Company. Companies are increasing their investments in R&D and marketing. The companies are also expanding their distribution channels to maintain their position in the market and offer innovative offerings. The major strategies adopted by companies include product development, penetration into retail channels, mergers and acquisitions, joint ventures, and other strategic partnerships for bottling and distribution.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 Packaging
 - 5.1.1 PET Bottles
 - 5.1.2 Cans
- 5.2 Distribution Channel
 - 5.2.1 Supermarkets/Hypermarkets
 - 5.2.2 Convenience Stores
 - 5.2.3 Specialty Stores
 - 5.2.4 Online Retail Stores
 - 5.2.5 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 PepsiCo Inc.
 - 6.4.2 The Coca-Cola Company
 - 6.4.3 Arizona Beverage Company
 - 6.4.4 Suntory Holdings Ltd
 - 6.4.5 Wander SA
 - 6.4.6 OSHEE Polska Sp Zoo
 - 6.4.7 Aimia Foods
 - 6.4.8 SiS (Science in Sport) Limited?
 - 6.4.9 Rejuvenation Water
 - 6.4.10 Get More

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

United Kingdom Sports Drink Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

