

## **Electrolyte Mixes Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 164 pages | Mordor Intelligence

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### **Report description:**

The electrolyte mixes market was valued at USD 548.4 million in the current year, and it is projected to register a CAGR of 2.81% over the coming years.

High consumer preference for electrolyte-infused products to overcome dehydration is identified as one of the key market drivers globally. An increasing number of fitness enthusiasts are also influencing the market's growth, as fitness trainers recommend electrolyte drinks and powders to maintain a balance of fluids and nutrients in the body and to keep hydrated before, during, and after workouts. For instance, the Sports & Fitness Industry Association and Sports Marketing Surveys United States released the State of the Industry Report for 2021, which states that 232.6 million Americans participated in sports and fitness activities in 2021, the most since 2016.

The electrolyte mixes market is driven by the growing health consciousness among consumers, particularly among sportspersons and athletes, as merely drinking water does not provide all the minerals required by the body. R&D teams are focused on taking advantage of the demand for healthy-improving products as consumers are changing their lifestyles and enhancing their preferences.

Rising diabetic populations in the United States, China, India, Australia, and the United Kingdom have also shifted their focus away from sports drinks, which has high carbohydrate rate, to low or no carbohydrate drinks such as electrolytes drink. The consumption of healthy food and beverages worldwide has significantly affected the market as the consumer demand for low carb beverages and altered diets like keto diet is boosting the demand for electrolyte drinks with no or low carbohydrates.

### Electrolyte Mixes Market Trends

Surging Interest Among Consumers in Physical Activities, Including Gyms

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The overall demand for electrolyte mixes is rising due to the increased use of these products and the high demand for energizing drinks. An increased focus on maintaining physical fitness and rising expenditure levels have also fuelled the demand for electrolyte mixes globally. According to the Bureau of Labor Statistics, 21.5% of the population in the United States participated in sports, exercise, and recreational activities every day in 2021, an increase from 19.1% in 2018. A growing number of health-conscious buyers and consumers participating in various athletics and outdoor sports boosted the overall demand for electrolyte mixes. Similarly, athletes involved in high-intensity exercises use electrolyte mixes to replenish the minerals lost in their bodies through sweat.

Ready-to-drink beverages or shots represent a palatable and efficient way to hydrate and reintegrate electrolytes, carbohydrates, and other nutrients employed and lost during physical training and competitions. The increasing number of health and fitness centers, such as gyms, has been positively influencing the growth of the market. Its demand is increasing among individuals involved in heavy exercise, who may need electrolyte to help the body retain fluid while sweating due to exertion. It also keeps the joints lubricated and maintains energy by avoiding dehydration-related fatigue.

#### North America is Leading the Market

North America is leading the electrolyte mixes market due to the rising number of consumers seeking healthy hydration by adding a liquid enhancer to water. The health benefits of electrolyte mixes have been instrumental in driving the growth of the market. Companies in the US electrolyte market are coming up with consumer-oriented advertisements and a wide variety of energy drinks. They are also engaged in cross-promotional tactics, such as promoting their products through sports-related events or hiring popular sports icons to advertise their products, which is further boosting the sales of electrolyte mixes. Companies are also launching their products with added nutrients and with claims such as clean-label, gluten-free, sugar-free, and organic, which are influencing consumers, primarily teenagers and young adults who indulge in sports activities, and boosting the demand for electrolyte mixes. For instance, in 2022, Sugarbreak released its electrolyte mix, Energize, in the United States. The product does not contain added sugars and contains necessary electrolytes such as potassium and sodium at optimal levels without any carbohydrates.

#### Electrolyte Mixes Market Competitor Analysis

The electrolyte mixes market is highly fragmented, with local and regional companies competing fiercely with global manufacturers. Some major key players in the electrolyte mixes market include PepsiCo, Abbott Laboratories, Otsuka Pharmaceutical Co. Ltd, Nestle SA, and Tailwind Nutrition. The major strategies adopted by companies operating in the market are product innovations, expansions, and mergers and acquisitions. Due to continually changing customer preferences, players must continue to innovate, operate, and develop to maintain their positions in the market. Businesses are shifting toward digital and social media promotions to notify people about new product introductions and increase brand equity.

#### 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

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### 3 EXECUTIVE SUMMARY

### 4 MARKET DYNAMICS

#### 4.1 Market Drivers

#### 4.2 Market Restraints

#### 4.3 Industry Attractiveness - Porter's Five Forces Analysis

##### 4.3.1 Bargaining Power of Suppliers

##### 4.3.2 Bargaining Power of Buyers/Consumers

##### 4.3.3 Threat of New Entrants

##### 4.3.4 Threat of Substitute Products

##### 4.3.5 Intensity of Competitive Rivalry

### 5 MARKET SEGMENTATION

#### 5.1 Product Type

##### 5.1.1 RTD Beverages

##### 5.1.2 Electrolyte Powders

##### 5.1.3 Tablets

#### 5.2 Flavor

##### 5.2.1 Flavored

##### 5.2.2 Unflavored

#### 5.3 Distribution Channel

##### 5.3.1 Supermarkets/Hypermarkets

##### 5.3.2 Convenience Stores

##### 5.3.3 Pharmacies/Drug Stores

##### 5.3.4 Online Retail Stores

##### 5.3.5 Other Distribution Channels

#### 5.4 Geography

##### 5.4.1 North America

###### 5.4.1.1 United States

###### 5.4.1.2 Canada

###### 5.4.1.3 Mexico

###### 5.4.1.4 Rest of North America

##### 5.4.2 Europe

###### 5.4.2.1 United Kingdom

###### 5.4.2.2 Germany

###### 5.4.2.3 France

###### 5.4.2.4 Russia

###### 5.4.2.5 Italy

###### 5.4.2.6 Spain

###### 5.4.2.7 Rest of Europe

##### 5.4.3 Asia-Pacific

###### 5.4.3.1 China

###### 5.4.3.2 India

###### 5.4.3.3 Japan

###### 5.4.3.4 Australia

###### 5.4.3.5 Rest of Asia-Pacific

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- 5.4.4 South America
  - 5.4.4.1 Brazil
  - 5.4.4.2 Argentina
  - 5.4.4.3 Rest of South America
- 5.4.5 Middle-East
  - 5.4.5.1 South Africa
  - 5.4.5.2 United Arab Emirates
  - 5.4.5.3 Rest of Middle-East

## 6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
  - 6.3.1 PepsiCo Inc.
  - 6.3.2 Nestle SA
  - 6.3.3 Kent Corporation
  - 6.3.4 LyteLine LLC
  - 6.3.5 Ultima Health Products Inc.
  - 6.3.6 Abbott Laboratories
  - 6.3.7 Unilever PLC
  - 6.3.8 Otsuka Holdings Co. Ltd
  - 6.3.9 Tailwind Nutrition
  - 6.3.10 Vitalyte Sports Nutrition Inc.

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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