

## **Sports and Energy Drinks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-06-14 | 148 pages | IMARC Group

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### **Report description:**

Market Overview:

The global sports and energy drinks market size reached US\$ 105.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 160.8 Billion by 2028, exhibiting a growth rate (CAGR) of 7.2% during 2023-2028.

Sports and energy drinks, also known as electrolyte drinks, are caffeinated, non-alcoholic beverages that help promote mental and physical stimulation while performing sports and physical training. They are an excellent source of carbohydrates, vitamins, minerals, sodium, magnesium, potassium, and amino acids that boost instant energy. They help replenish electrolytes lost while performing fitness activities and promote hydration. At present, they are available in carbonated and non-carbonated variants, along with a wide range of flavors, such as strawberry, cranberry, lime, apple, and pineapple.

Global Sports and Energy Drinks Market Trends:

The growing participation of individuals in sports and physical activities to maintain a healthy lifestyle is catalyzing the demand for sports and energy drinks. In addition, the rising awareness among individuals about the impact of rehydration immediately after an intense workout is increasing the sales of sports and energy drinks. Along with this, rising consumer expenditure on lifestyle and fitness activities is driving the demand for these products, which is offering lucrative growth opportunities to manufacturers. Furthermore, leading manufacturers are launching new variants of energy drinks containing natural ingredients, including organic guarana and raw green coffee bean extracts. They are also focusing on introducing customized flavors and premium variants with attractive packaging, which is driving the market. Additionally, various leading companies are focusing on innovative marketing and advertising strategies through social media platforms to expand their product portfolio and increase overall sales. Moreover, the expansion of organized distribution channels, such as hypermarkets, supermarkets, general stores, and convenience stores, is driving the market. The proliferation of the e-commerce industry providing free doorstep delivery with exciting discounts and

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secured payment methods is strengthening the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sports and energy drinks market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, packaging type, type, distribution channel and target consumer.

#### Sports Drinks Market

##### □ Breakup by Product Type:

- Isotonic
- Hypertonic
- Hypotonic
- 
- 

Isotonic drinks presently hold the largest market share as they offer carbohydrates and help quickly replace the fluids lost during high-intensity interval training sessions (HIIT).

##### □ Breakup by Packaging Type:

- 
- Bottle (Pet/Glass)
- Can
- Others
- 
- 

Bottles are the most preferred form of packaging material as they help maintain the internal temperature of the packed products and prevent spoilage.

##### □ Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others
- 

Supermarkets and hypermarkets currently account for the largest market share as they offer a wide range of products with easy accessibility.

##### □ Breakup by Region:

- 
- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

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□□

□

North America exhibits a clear dominance in the market due to the rapidly increasing number of people participating in fitness activities across the region.

#### Energy Drinks Market

##### □ Breakup by Product:

□

□□ Alcoholic

□□ Non-Alcoholic

□

Non-alcoholic drinks currently hold the majority of the market share.

##### □ Breakup by Type:

□

□□ Non-Organic

□□ Organic

□□

Non-organic energy drinks currently represent the leading category.

##### □ Breakup by Packaging Type:

□

□□ Bottle (Pet/Glass)

□□ Can

□□ Others

□□

Bottles (PET/glass) currently hold the largest market share.

##### □ Breakup by Distribution Channel:

□

□□ Supermarkets and Hypermarkets

□□ Convenience Stores

□□ Online

□□ Others

□□

Supermarkets and hypermarkets currently represent the largest distribution channel accounting for the majority of the market share.

##### □ Breakup by Target Consumer:

□□ Teenagers

□□ Adults

□□ Geriatric Population

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□□

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Adults currently account for the majority of the market share.

□ Breakup by Region:

□

□□ North America

□□ Europe

□□ Asia Pacific

□□ Middle East and Africa

□□ Latin America

□□

North America currently dominates the global market accounting for the largest market share.

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Abbott Nutrition Co., AJE Group, Britvic PLC, Champion Nutrition Inc., D'Angelo, Extreme Drinks Co., Fraser & Neave Holdings BHD, GlaxoSmithKline Plc, Red Bull, Rockstar, Inc., Coca-Cola, PepsiCo, Arizona Beverage Company, National Beverage Corp, Dr. Pepper Snapple Group, Living Essentials, Cloud 9 and Vitale Beverages Pvt Ltd.

Key Questions Answered in This Report:

What was the size of the global sports and energy drinks market in 2022?

What is the expected growth rate of the global sports and energy drinks market during 2023-2028?

What has been the impact of COVID-19 on the global sports and energy drinks market?

What are the key factors driving the global sports and energy drinks market?

What is the breakup of the global sports drinks market based on the product type?

What is the breakup of the global energy drinks market based on the product?

What is the breakup of the global energy drinks market based on type?

What is the breakup of the global sports and energy drinks market based on the packaging type?

What is the breakup of the global sports and energy drinks market based on the distribution channel?

What is the breakup of the global energy drinks market based on the target consumer?

What are the key regions in the global sports and energy drinks market?

Who are the key players/companies in the global sports and energy drinks market?

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