

Sports and Energy Drinks Market Growth Analysis - Forecast Trends and Outlook (2025-2034)

Market Report | 2025-08-11 | 150 pages | EMR Inc.

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Report description:

The global sports and energy drinks market attained a value of about USD 115.91 Billion in 2024 . The market is further expected to grow in the forecast period of 2025-2034 at a CAGR of 7.50% , to reach nearly USD 238.89 Billion by 2034 .

Growing Demand for Products to Enhance Focus and Mental Clarity to Augment Market Growth

The market for sports and energy drinks is being driven by rising demand from teenagers and young adults. However, the demand for energy drinks is gaining popularity among the working population as well due to long and erratic work hours, hence, aiding the market growth. Consumption of energy drinks as a routine drink is thus supplementing industry growth. The popularity of energy drinks among the urban population, owing to rising income levels, urbanisation and availability in bars, are also some of the factors aiding market growth of sports and energy drinks. A demand for fewer calorie and low carbohydrates intake among the middle-aged population is strengthening the sports and energy drinks industry. A widespread distribution channel, including supermarkets and hypermarkets, e-commerce websites and convenience stores, is also expected to fuel industry growth.

In recent times, especially during the lockdown, the gaming and e-sport community gained prominence over outdoor activities. This is anticipated to boost the market of sports and energy drinks to provide enhanced focus and mental clarity to the targeted population. Among the Gen-Z population, the demand for clean-label, healthy products are aiding market growth owing to innovations in ingredients by sports and energy drink manufacturers. The rising awareness for health and organic products and increased consumer spending is providing opportunities for the sports and energy drinks industry.

Global Sports and Energy Drinks Market Share

The sports and energy drinks market is experiencing remarkable growth, driven by increasing consumer demand for hydration and energy-boosting solutions. As athletes and fitness enthusiasts seek effective ways to enhance performance and recovery, the

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market has expanded with a variety of products, including electrolyte-rich sports drinks and high-caffeine energy beverages. Key players are innovating with natural ingredients, appealing to health-conscious consumers who prefer clean label options. The rise of e-commerce has further transformed the landscape, providing easy access to a wide range of drinks. Additionally, social media and influencer marketing are shaping consumer preferences, promoting brands that resonate with active lifestyles. With a projected increase in market share, the sports and energy drinks sector is poised for significant expansion, catering to diverse consumer needs across various demographics.

Sports and Energy Drinks Industry Segmentation

Sports and energy drinks are beverages rich in electrolytes, which help in regaining energy levels by replenishing the fluid lost during physical activities. These are highly caffeinated drinks that offer additional energy and provide essential nutrients to the body. These beverages are easily available in the form of cans or bottles across various distribution channels.

By segment, the market is bifurcated into:

- Sports Drinks
- Energy Drinks

On the basis of type, the sports drinks market is segmented into:

- Hypotonic
- Hypertonic
- Isotonic

Based on product, the sports drinks market is divided into:

- Organic
- Conventional

On the basis of category, the sports and energy drinks industry is categorised into:

- Regular
- Low Calorie

On the basis of packaging type, the sports and energy drinks industry is divided into:

- Cans
- Bottles
- Others

Based on distribution channel, the sports and energy drinks industry is segmented into:

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

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By type, the energy drinks are divided into:

- Alcoholic
- Non-alcoholic

On the basis of flavour, the industry is bifurcated into:

- Flavoured
- Non-flavoured

The EMR report looks into the regional markets like:

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

Innovations in Ingredients to Surge the Industry Growth of Sports and Energy Drinks

Constant innovation in the taste and ingredients of sports and energy drinks is anticipated to positively impact industry growth. As the consumers are becoming aware of what is in their drink, the market for sports and energy drinks is expected to rise with the inclusion of chemical-free, natural products. The rise in the use of natural ingredients in a health-conscious society is augmenting the market growth of sports and energy drinks. The introduction of ingredients like green tea, ginseng and pomegranate juice into sports and energy drinks have helped in increasing the anti-oxidants and polyphenol contents to make drinks healthier, is aiding the market growth. The incorporation of all-natural ingredients, vitamin and mineral fortification, natural ingredients, no-added colour formula, and fruit-based products are anticipated to drive industry growth.

The rising health consciousness among the youth, attributed to fitness activities like sports and yoga, bolster market growth. The inclusion of muscle building and endurance improving ingredients that make these drinks more functional are expected to propel the market towards growth in the coming years. The replacement of high fructose corn syrup with sucrose and fructose resulting in slow release of energy, owing to the demand for no-sugar products, is further invigorating the industry growth. Furthermore, demand for plant-based protein sources is gaining popularity among young adults is expected to aid market growth of sports and energy drinks. A shift in manufacturing practices to include soy protein, pea protein, rice protein, among other sources as their key ingredients, is providing growth opportunities for market growth.

Key Industry Players in the Global Sports and Energy Drinks Industry

The report presents a detailed analysis of the following key players in the global sports and energy drinks market, looking into their capacity, market share, and latest developments like capacity expansions, plant turnabouts and mergers and acquisitions:

- Monster Beverage Corporation
- Red Bull GmbH
- Rockstar, Inc.
- PepsiCo, Inc
- The Coca-Cola Company

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- Others

The comprehensive report looks at the micro and macro aspects of the industry. The EMR report gives an in-depth insight into the market by providing a SWOT analysis as well as an analysis of the Porter's Five Forces Model.

Table of Contents:

- 1 Executive Summary
- 1.1 Market Size 2024-2025
- 1.2 Market Growth 2025(F)-2034(F)
- 1.3 Key Demand Drivers
- 1.4 Key Players and Competitive Structure
- 1.5 Industry Best Practices
- 1.6 Recent Trends and Developments
- 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
- 2.1 Market Trends
- 2.2 Key Verticals
- 2.3 Key Regions
- 2.4 Supplier Power
- 2.5 Buyer Power
- 2.6 Key Market Opportunities and Risks
- 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
- 3.1 GDP Outlook
- 3.2 GDP Per Capita Growth
- 3.3 Inflation Trends
- 3.4 Democracy Index
- 3.5 Gross Public Debt Ratios
- 3.6 Balance of Payment (BoP) Position
- 3.7 Population Outlook
- 3.8 Urbanisation Trends
- 4 Country Risk Profiles
- 4.1 Country Risk
- 4.2 Business Climate
- 5 Global Sports and Energy Drinks Market Analysis
- 5.1 Key Industry Highlights
- 5.2 Global Sports and Energy Drinks Historical Market (2018-2024)
- 5.3 Global Sports and Energy Drinks Market Forecast (2025-2034)
- 5.4 Global Sports and Energy Drinks Market by Segment
- 5.4.1 Sports Drinks
- 5.4.2 Energy Drinks
- 6 Global Sports Drinks Market Analysis
- 6.1 Key Industry Highlights
- 6.2 Global Sports Drinks Historical Market (2018-2024)
- 6.3 Global Sports Drinks Market Forecast (2025-2034)

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- 6.4 Global Sports Drinks Market by Type
 - 6.4.1 Hypotonic
 - 6.4.1.1 Historical Trend (2018-2024)
 - 6.4.1.2 Forecast Trend (2025-2034)
 - 6.4.2 Hypertonic
 - 6.4.2.1 Historical Trend (2018-2024)
 - 6.4.2.2 Forecast Trend (2025-2034)
 - 6.4.3 Isotonic
 - 6.4.3.1 Historical Trend (2018-2024)
 - 6.4.3.2 Forecast Trend (2025-2034)
- 6.5 Global Sports Drinks Market by Product
 - 6.5.1 Organic
 - 6.5.1.1 Historical Trend (2018-2024)
 - 6.5.1.2 Forecast Trend (2025-2034)
 - 6.5.2 Conventional
 - 6.5.2.1 Historical Trend (2018-2024)
 - 6.5.2.2 Forecast Trend (2025-2034)
- 6.6 Global Sports Drinks Market by Category
 - 6.6.1 Regular
 - 6.6.1.1 Historical Trend (2018-2024)
 - 6.6.1.2 Forecast Trend (2025-2034)
 - 6.6.2 Low Calorie
 - 6.6.2.1 Historical Trend (2018-2024)
 - 6.6.2.2 Forecast Trend (2025-2034)
- 6.7 Global Sports Drinks Market by Packaging Type
 - 6.7.1 Cans
 - 6.7.1.1 Historical Trend (2018-2024)
 - 6.7.1.2 Forecast Trend (2025-2034)
 - 6.7.2 Bottles
 - 6.7.2.1 Historical Trend (2018-2024)
 - 6.7.2.2 Forecast Trend (2025-2034)
 - 6.7.3 Others
- 6.8 Global Sports Drinks Market by Distribution Channel
 - 6.8.1 Supermarkets and Hypermarkets
 - 6.8.1.1 Historical Trend (2018-2024)
 - 6.8.1.2 Forecast Trend (2025-2034)
 - 6.8.2 Convenience Stores
 - 6.8.2.1 Historical Trend (2018-2024)
 - 6.8.2.2 Forecast Trend (2025-2034)
 - 6.8.3 Speciality Stores
 - 6.8.3.1 Historical Trend (2018-2024)
 - 6.8.3.2 Forecast Trend (2025-2034)
 - 6.8.4 Online
 - 6.8.4.1 Historical Trend (2018-2024)
 - 6.8.4.2 Forecast Trend (2025-2034)
 - 6.8.5 Others
- 6.9 Global Sports Drinks Market by Region

- 6.9.1 North America
- 6.9.2 Europe
- 6.9.3 Asia Pacific
- 6.9.4 Latin America
- 6.9.5 Middle East and Africa
- 7 Global Energy Drinks Market Analysis
 - 7.1 Key Industry Highlights
 - 7.2 Global Energy Drinks Historical Market (2018-2024)
 - 7.3 Global Energy Drinks Market Forecast (2025-2034)
 - 7.4 Global Energy Drinks Market by Type
 - 7.4.1 Alcoholic
 - 7.4.1.1 Historical Trend (2018-2024)
 - 7.4.1.2 Forecast Trend (2025-2034)
 - 7.4.2 Non-Alcoholic
 - 7.4.2.1 Historical Trend (2018-2024)
 - 7.4.2.2 Forecast Trend (2025-2034)
 - 7.5 Global Energy Drinks Market by Flavour
 - 7.5.1 Flavoured
 - 7.5.1.1 Historical Trend (2018-2024)
 - 7.5.1.2 Forecast Trend (2025-2034)
 - 7.5.2 Non-Flavoured
 - 7.5.2.1 Historical Trend (2018-2024)
 - 7.5.2.2 Forecast Trend (2025-2034)
 - 7.6 Global Energy Drinks Market by Category
 - 7.6.1 Regular
 - 7.6.1.1 Historical Trend (2018-2024)
 - 7.6.1.2 Forecast Trend (2025-2034)
 - 7.6.2 Low Calorie
 - 7.6.2.1 Historical Trend (2018-2024)
 - 7.6.2.2 Forecast Trend (2025-2034)
 - 7.7 Global Energy Drinks Market by Packaging Type
 - 7.7.1 Cans
 - 7.7.1.1 Historical Trend (2018-2024)
 - 7.7.1.2 Forecast Trend (2025-2034)
 - 7.7.2 Bottles
 - 7.7.2.1 Historical Trend (2018-2024)
 - 7.7.2.2 Forecast Trend (2025-2034)
 - 7.7.3 Others
 - 7.8 Global Energy Drinks Market by Distribution Channel
 - 7.8.1 Supermarkets and Hypermarkets
 - 7.8.1.1 Historical Trend (2018-2024)
 - 7.8.1.2 Forecast Trend (2025-2034)
 - 7.8.2 Convenience Stores
 - 7.8.2.1 Historical Trend (2018-2024)
 - 7.8.2.2 Forecast Trend (2025-2034)
 - 7.8.3 Speciality Stores
 - 7.8.3.1 Historical Trend (2018-2024)

- 7.8.3.2 Forecast Trend (2025-2034)
- 7.8.4 Online
- 7.8.4.1 Historical Trend (2018-2024)
- 7.8.4.2 Forecast Trend (2025-2034)
- 7.8.5 Others
- 7.9 Global Energy Drinks Market by Region
 - 7.9.1 North America
 - 7.9.2 Europe
 - 7.9.3 Asia Pacific
 - 7.9.4 Latin America
 - 7.9.5 Middle East and Africa
- 8 Regional Analysis
 - 8.1 North America
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.1.3 Breakup by Country
 - 8.1.3.1 United States of America
 - 8.1.3.2 Canada
 - 8.2 Europe
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.2.3 Breakup by Country
 - 8.2.3.1 United Kingdom
 - 8.2.3.2 Germany
 - 8.2.3.3 France
 - 8.2.3.4 Italy
 - 8.2.3.5 Others
 - 8.3 Asia Pacific
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.3.3 Breakup by Country
 - 8.3.3.1 China
 - 8.3.3.2 Japan
 - 8.3.3.3 India
 - 8.3.3.4 ASEAN
 - 8.3.3.5 Australia
 - 8.3.3.6 Others
 - 8.4 Latin America
 - 8.4.1 Historical Trend (2018-2024)
 - 8.4.2 Forecast Trend (2025-2034)
 - 8.4.3 Breakup by Country
 - 8.4.3.1 Brazil
 - 8.4.3.2 Argentina
 - 8.4.3.3 Mexico
 - 8.4.3.4 Others
 - 8.5 Middle East and Africa
 - 8.5.1 Historical Trend (2018-2024)

8.5.2 Forecast Trend (2025-2034)

8.5.3 Breakup by Country

8.5.3.1 Saudi Arabia

8.5.3.2 United Arab Emirates

8.5.3.3 Nigeria

8.5.3.4 South Africa

8.5.3.5 Others

9 Market Dynamics

9.1 SWOT Analysis

9.1.1 Strengths

9.1.2 Weaknesses

9.1.3 Opportunities

9.1.4 Threats

9.2 Porter's Five Forces Analysis

9.2.1 Supplier's Power

9.2.2 Buyers Power

9.2.3 Threat of New Entrants

9.2.4 Degree of Rivalry

9.2.5 Threat of Substitutes

9.3 Key Indicators for Demand

9.4 Key Indicators for Price

10 Competitive Landscape

10.1 Supplier Selection

10.2 Key Global Players

10.3 Key Regional Players

10.4 Key Player Strategies

10.5 Company Profiles

10.5.1 Monster Beverage Corporation

10.5.1.1 Company Overview

10.5.1.2 Product Portfolio

10.5.1.3 Demographic Reach and Achievements

10.5.1.4 Certifications

10.5.2 Red Bull GmbH

10.5.2.1 Company Overview

10.5.2.2 Product Portfolio

10.5.2.3 Demographic Reach and Achievements

10.5.2.4 Certifications

10.5.3 Rockstar, Inc.

10.5.3.1 Company Overview

10.5.3.2 Product Portfolio

10.5.3.3 Demographic Reach and Achievements

10.5.3.4 Certifications

10.5.4 PepsiCo, Inc

10.5.4.1 Company Overview

10.5.4.2 Product Portfolio

10.5.4.3 Demographic Reach and Achievements

10.5.4.4 Certifications

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10.5.5 The Coca-Cola Company

10.5.5.1 Company Overview

10.5.5.2 Product Portfolio

10.5.5.3 Demographic Reach and Achievements

10.5.5.4 Certifications

10.5.6 Others

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