

# **Global Electrolyte Drinks Market Size study & Forecast, by Type (Isotonic, Hypertonic, Hypotonic), by Packaging (PET Bottles, Cartons, and Beverage Cans), by Applications (Supermarkets and Hypermarkets, Independent Retailers, Convenience Stores, Specialist Retailers, Online Retailers) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Electrolyte Drinks Market is valued at approximately USD 1.38 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 3.20% over the forecast period 2022-2029. Electrolyte drinks contain salt, sugar, and ionizing liquid. An Electrolyte drink helps prevent dehydration and replenishes multiple electrolytes such as sodium, potassium, calcium, magnesium, and phosphate. Electrolyte drinks maintain the energy levels and pH levels of the human body. The Electrolyte Drinks Market is growing due to Increasing health and fitness awareness, and growth in the sport and fitness drink market are the key factors responsible for the market growth over the forecast period 2022-2029.

The primary key factor anticipated to accelerate the growth of the Electrolyte Drinks Market is higher demand for healthier sports drinks. According to Statista- In 2021, the global sports drink market is estimated at USD 159 billion, and the worldwide sports drink market is projected to grow to USD 233 billion by 2027. Also, various product launches in innovative flavors by market players and increased demand for convenience healthy drinks are creating a lucrative growth prospectus for the market over the forecast period. For instance- In Feb 2020, PepsiCo launched a new sports drink, Gatorade Juiced, to reduce sugar content and make healthy Electrolyte Drinks. Moreover, an increase in funding for research and development of the demand for

healthy-improving products and rising disposable income would create a lucrative growth prospectus for the market over the forecast period. However, natural, and organic products stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Electrolyte Drinks Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue owing to factors such as customers' growing preference for healthy beverages, increased regional health problems, and participation in physical activities. According to the Bureau of Labor Statistics, 21.5% of the population in the United States participated in sports and exercise every day in 2021. Europe region is expected to score the highest CAGR due to the increased acceptance of various innovative products and government support regulation.

Major market player included in this report are:

Abbott Laboratories

Tailwind Nutrition

Nestlé SA

Otsuka Pharmaceutical Co. Ltd

PepsiCo Inc.

The Coca Cola Company

The Vita Coco Company, Inc.

PURE Sports Nutrition

Kent Corporation

SOS Hydration, Inc.

Recent Developments in the Market:

? In July 2022, SMC Enterprise Ltd. launched electrolyte drinks for young and health-conscious people. These beverages hydrate our body and maintain energy levels and contain sodium, potassium, and magnesium.

Global Electrolyte Drinks Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Packaging, Application, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Type:**

- Isotonic
- Hypertonic
- Hypotonic

**By Packaging:**

- PET Bottles
- Cartons
- Beverage Cans

**By Application:**

- Supermarkets and Hypermarkets
- Independent Retailers
- Convenience Stores
- Specialist Retailers
- Online Retailers

**By Region:**

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Spain
- Italy
- ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

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