

# **Global Electrolyte Mixes Market Size study & Forecast, by Type (Sports drinks, Electrolyte tablets, Electrolyte powders), by End User (Residential, Commercial), by Distribution Channels (Hypermarkets and Supermarkets, Specialty Stores, E-Commerce, B2B) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Electrolyte Mixes Market is valued approximately at USD 17.7 billion in 2022 and is anticipated to grow with a growth rate of more than 5.2% over the forecast period 2023-2030. Electrolyte mixes are substances that come in the form of liquids or powders and have a balanced ratio of ions and minerals such as sodium, potassium, calcium, and magnesium. These mixes are commonly used to replenish electrolytes lost during physical activity, sweating, or illness. The electrolyte mixes market is experiencing growth due to increased consumer interest in health and wellness. Consumers are recognizing the importance of hydration and electrolyte balance for overall well-being and are seeking products that can help them achieve these goals. The demand for natural and organic options is rising, presenting an opportunity for companies to cater to health-conscious consumers. The availability of natural ingredients is also increasing, making it easier for companies to develop these products.

Moreover, the growing demand for functional beverages is indeed supporting the growth of the electrolyte mixes market. Functional beverages are beverages that offer additional health benefits beyond basic hydration. They often contain ingredients such as vitamins, minerals, antioxidants, and electrolytes to promote specific functions like hydration, energy, or recovery. Thus, the growing demand for the functional food and beverages demand is anticipated to support the market growth during forecast period. According to Statista, in 2020 the global functional food and beverage market was

valued USD 258.8 billion; in 2022 the market reached USD 307.77 billion and it is anticipated to reach USD 483.84 billion by 2027. Additionally, Surge in demand for natural and organic products and rise in popularity of sports and fitness activities provides lucrative opportunities to the market. However, availability of substitutes stifles the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Electrolyte Mixes Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the presence of key market players, growing health awareness, rising fitness and sports related activities which create the demand for sports drinks and support the market growth. Asia Pacific is expected to grow at fastest growth rate during the forecast period, owing to increasing per capita disposable incomes in the region. China currently dominates the electrolyte mixes market, holding the largest market share, while India's market is witnessing the fastest growth in the Asia-Pacific region.

Major market player included in this report are:

Atlantic Essential Products, Inc.

Nestle S.A.

GU Energy Labs

Sequel Natural LLC

Ultima Health Products, Inc.

Denver Bodega LLC

PepsiCo, Inc.

Unilever PLC

Hammer Nutrition

Halewood Laboratories Pvt. Ltd.

Recent Developments in the Market:

In May 2022, Liquid IV introduced the Hydration Multiplier+ Powdered Probiotic Kombucha, a blendable mixture that combines electrolytes, Liquid IV's BC30 Probiotic with 1 billion CFU, and powdered kombucha. This unique blend aims to enhance gut health.

In March 2022, Gatorade Canada and Canada Soccer announced a new long-term partnership, designating Gatorade Canada as the official Isotonic and Sports Nutrition partner of Canada Soccer.

Global Electrolyte Mixes Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Type, End User, Distribution Channels, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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:

Sports drinks

Electrolyte tablets

Electrolyte powders

By End User:

Residential

Commercial

By Distribution Channels:

Hypermarkets and Supermarkets

Specialty Stores

E-Commerce

B2B

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  
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