

# **Global Isotonic Drink Market Size study & Forecast, by Product Type (Liquid, Powder, and Others), Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Isotonic Drink Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than 11.2% over the forecast period 2022-2029. An isotonic Drink is a beverage that is consumed for rehydration of the body while performing any physical exercise. The Isotonic Drink market is expanding because of factors such as consumer's rising inclination toward physical fitness and an increase in fitness enthusiasts and athletes. This market is dominated by PepsiCo, The Coca-Cola Company, Monster Beverage Corp, Science in Sport, and Bright Lifecare PVT LTD.

Isotonic drinks are consumed to improve the absorption of water, minerals, and nutrients and to promote body recovery as they aren't carbonated. According to the National Library of Medicine reports that isotonic drinks and other sports drinks can be taken by pregnant women because they prevent maternal ketosis without increasing stomach volume. In addition, the growing popularity of fitness activities such as aerobics, running, strength training and yoga, increasing numbers of women engaging in fitness and sports-related activities, and increasing participation in gyms and health clubs are driving the growth of the isotonic sports drink market. As per the research, Average Americans consume about 28 litres of sports drinks alone in 2020. This number is expected to rise to 30 litres by 2026. In stores, US consumers can choose sports drink brands including Gatorade Perform, Powerade, Powerade Ion4 and Gatorade Frost. Gatorade Perform has become the leading sports drink brand in the US in 2020 with sales of over \$1.6 billion. Moreover, the introduction of various fruit-flavoured isotonic drinks, sugar-free and low-calorie drinks and the increasing popularity

of fitness activities may increase the opportunity for this market. However, the stringent government regulation for Isotonic Drink stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Isotonic Drink Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated this market in terms of revenue, owing to the dominance of branded products and the region's increasing health awareness. Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising target populations, an increase in the number of collaborations for biosimilar development, geographic expansion of key players, and active participation of government and nonprofit organizations in the market space.

Major market player included in this report are:

PepsiCo, Inc.

Nestle S.A

The Coca-Cola Company

BA SPORTS NUTRITION, LLC

HIGH5 Sports Nutrition

Monster Beverage Corp

GNC Holdings Inc.

Vitalyte Sports Nutrition

Bright Life Care Private Limited

Lyteline LLC

Recent Developments in the Market:

In March 2021, IPRO partnered with Scarlets. With this partnership, IPRO will provide seniors, and women's teams with the healthy isotonic IPRO Sport Edition series and reusable hardware to reduce the use of single-use plastic water bottles.

In March 2022, Canadian Soccer and Gatorade® Canada announced a new multi-year partnership making Gatorade Canada the Official Isotonic and Sports Nutrition Partner of Canadian Soccer.

In March 2022, HIGH5 Sports Nutrition added two new products to its range. Isotonic Hydration is a hydration drink and Energy Gel Electrolyte is billed as 'a fruity energy boost that adds electrolytes to strengthen muscles during exercise.'

Global Isotonic Drink 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 Product Type, Distribution Channel, 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 Product Type:

Liquid

Powder

Others

By Distribution Channel:

Online

Offline

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  
RoLA  
Rest of the World

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Isotonic Drink Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Isotonic Drink Market, by Product Type, 2019-2029 (USD Billion)
  - 1.2.3. Isotonic Drink Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL ISOTONIC DRINK MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL ISOTONIC DRINK MARKET DYNAMICS

- 3.1. Isotonic Drink Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising Inclination Toward Physical Fitness
    - 3.1.1.2. Increase in Fitness Enthusiasts and Athletes
  - 3.1.2. Market Challenges
    - 3.1.2.1. Stringent Government Regulation for Isotonic Drinks
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Demand for Flavoured, Sugar-Free, And Low-Calorie Drink
    - 3.1.3.2. Increasing Popularity of Fitness Activities

### CHAPTER 4. GLOBAL ISOTONIC DRINK MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL ISOTONIC DRINK MARKET, BY PRODUCT TYPE**

- 6.1. Market Snapshot
- 6.2. Global Isotonic Drink Market by Product Type, Performance - Potential Analysis
- 6.3. Global Isotonic Drink Market Estimates & Forecasts by Product Type 2019-2029 (USD Billion)
- 6.4. Isotonic Drink Market, Sub Segment Analysis
  - 6.4.1. Liquid
  - 6.4.2. Powder
  - 6.4.3. Others

## **CHAPTER 7. GLOBAL ISOTONIC DRINK MARKET, BY DISTRIBUTION CHANNEL**

- 7.1. Market Snapshot
- 7.2. Global Isotonic Drink Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Isotonic Drink Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)
- 7.4. Isotonic Drink Market, Sub Segment Analysis
  - 7.4.1. Online

#### 7.4.2. Offline

## **CHAPTER 8. GLOBAL ISOTONIC DRINK MARKET, REGIONAL ANALYSIS**

### 8.1. Isotonic Drink Market, Regional Market Snapshot

### 8.2. North America Isotonic Drink Market

#### 8.2.1. U.S. Isotonic Drink Market

##### 8.2.1.1. Product Type breakdown estimates & forecasts, 2019-2029

##### 8.2.1.2. Distribution Channel breakdown estimates & forecasts, 2019-2029

#### 8.2.2. Canada Isotonic Drink Market

### 8.3. Europe Isotonic Drink Market Snapshot

#### 8.3.1. U.K. Isotonic Drink Market

#### 8.3.2. Germany Isotonic Drink Market

#### 8.3.3. France Isotonic Drink Market

#### 8.3.4. Spain Isotonic Drink Market

#### 8.3.5. Italy Isotonic Drink Market

#### 8.3.6. Rest of Europe Isotonic Drink Market

### 8.4. Asia-Pacific Isotonic Drink Market Snapshot

#### 8.4.1. China Isotonic Drink Market

#### 8.4.2. India Isotonic Drink Market

#### 8.4.3. Japan Isotonic Drink Market

#### 8.4.4. Australia Isotonic Drink Market

#### 8.4.5. South Korea Isotonic Drink Market

#### 8.4.6. Rest of Asia Pacific Isotonic Drink Market

### 8.5. Latin America Isotonic Drink Market Snapshot

#### 8.5.1. Brazil Isotonic Drink Market

#### 8.5.2. Mexico Isotonic Drink Market

#### 8.5.3. Rest of Latin America Isotonic Drink Market

### 8.6. Rest of The World Isotonic Drink Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

### 9.1. Top Market Strategies

### 9.2. Company Profiles

#### 9.2.1. PepsiCo, Inc

##### 9.2.1.1. Key Information

##### 9.2.1.2. Overview

##### 9.2.1.3. Financial (Subject to Data Availability)

##### 9.2.1.4. Product Summary

- 9.2.1.5. Recent Developments
- 9.2.2. Nestle S.A
- 9.2.3. The Coca-Cola Company
- 9.2.4. BA SPORTS NUTRITION, LLC
- 9.2.5. HIGH5 Sports Nutrition
- 9.2.6. Monster Beverage Corp
- 9.2.7. GNC Holdings Inc.
- 9.2.8. Vitalyte Sports Nutrition
- 9.2.9. Bright Life Care Private Limited
- 9.2.10. Lyteline LLC

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Isotonic Drink Market, report scope

TABLE 2. Global Isotonic Drink Market estimates & forecasts by region 2019-2029  
(USD Billion)

TABLE 3. Global Isotonic Drink Market estimates & forecasts by Product Type  
2019-2029 (USD Billion)

TABLE 4. Global Isotonic Drink Market estimates & forecasts by Distribution Channel  
2019-2029 (USD Billion)

TABLE 5. Global Isotonic Drink Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 6. Global Isotonic Drink Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 7. Global Isotonic Drink Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 8. Global Isotonic Drink Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 9. Global Isotonic Drink Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 10. Global Isotonic Drink Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 11. Global Isotonic Drink Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 12. Global Isotonic Drink Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 13. Global Isotonic Drink Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 14. Global Isotonic Drink Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 15. U.S. Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. U.S. Isotonic Drink Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 17. U.S. Isotonic Drink Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 18. Canada Isotonic Drink Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 19. Canada Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 20. Canada Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 21. UK Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 22. UK Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 23. UK Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 24. Germany Isotonic Drink Market estimates & forecasts, 2019-2029 (USD

Billion)

TABLE 25. Germany Isotonic Drink Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 26. Germany Isotonic Drink Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 27. France Isotonic Drink Market estimates & forecasts, 2019-2029 (USD

Billion)

TABLE 28. France Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 29. France Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 30. Italy Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 31. Italy Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 32. Italy Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 33. Spain Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 34. Spain Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 35. Spain Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 36. RoE Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 37. RoE Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 38. RoE Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 39. China Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 40. China Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 41. China Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 42. India Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 43. India Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. Japan Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 46. Japan Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. South Korea Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 49. South Korea Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. Australia Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 52. Australia Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. RoAPAC Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 55. RoAPAC Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. Brazil Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 58. Brazil Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. Brazil Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Mexico Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 61. Mexico Isotonic Drink Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Mexico Isotonic Drink Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 63. RoLA Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 64. RoLA Isotonic Drink Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 65. RoLA Isotonic Drink Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 66. Row Isotonic Drink Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 67. Row Isotonic Drink Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 68. Row Isotonic Drink Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 69. List of secondary sources, used in the study of global Isotonic Drink Market

TABLE 70. List of primary sources, used in the study of global Isotonic Drink Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final  
deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Isotonic Drink Market, research methodology
  - FIG 2. Global Isotonic Drink Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Isotonic Drink Market, key trends 2021
  - FIG 5. Global Isotonic Drink Market, growth prospects 2022-2029
  - FIG 6. Global Isotonic Drink Market, porters 5 force model
  - FIG 7. Global Isotonic Drink Market, pest analysis
  - FIG 8. Global Isotonic Drink Market, value chain analysis
  - FIG 9. Global Isotonic Drink Market by segment, 2019 & 2029 (USD Billion)
  - FIG 10. Global Isotonic Drink Market by segment, 2019 & 2029 (USD Billion)
  - FIG 11. Global Isotonic Drink Market by segment, 2019 & 2029 (USD Billion)
  - FIG 12. Global Isotonic Drink Market by segment, 2019 & 2029 (USD Billion)
  - FIG 13. Global Isotonic Drink Market by segment, 2019 & 2029 (USD Billion)
  - FIG 14. Global Isotonic Drink Market, regional snapshot 2019 & 2029
  - FIG 15. North America Isotonic Drink Market 2019 & 2029 (USD Billion)
  - FIG 16. Europe Isotonic Drink Market 2019 & 2029 (USD Billion)
  - FIG 17. Asia pacific Isotonic Drink Market 2019 & 2029 (USD Billion)
  - FIG 18. Latin America Isotonic Drink Market 2019 & 2029 (USD Billion)
  - FIG 19. Global Isotonic Drink Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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