

Global Sports Beverages Market Size study & Forecast, by Flavor (Lemon, Orange, Mixed Fruits), by Packaging Type (Bottles & Tetra Packs, Cans, and Aseptic Cartons), by Nature (Organic and Conventional), by Distribution Channel (Hypermarket/Supermarket, Convenience Stores, Specialty Stores, and Online Sales Channel) and Regional Analysis, 2022-2029

<https://marketpublishers.com/r/G9A70BB8F11CEN.html>

Date: April 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G9A70BB8F11CEN

Abstracts

Global Sports Beverages Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Sports Beverages also known as electrolyte drinks are specially formulated for consumption by sports persons. Sports beverages are categorized into three types-hypertonic, hypotonic, and isotonic. These drinks are specially designed to stimulate fluid absorption, which supplies carbohydrate and speed up the rehydration process. Moreover, these beverages help the body recover after excessive workouts and training sessions. The increasing popularity of various fitness activities and growing adoption of functional beverages are key factors driving the market growth.

The rising popularity of various fitness activities is contributing towards the growth of the Global Sports Beverages Market. For instance – as per International Yoga Federation – as of 2021, around 300 million people practice yoga globally. Additionally, approximately 36 million people practice yoga in the U.S. alone. Furthermore, the increasing demand for functional beverages is another factor driving the market growth. For instance, as per Statista – in 2021 the global functional foods and beverage market was valued at USD 281.14 billion, and the market is predicted to grow at a compound

annual growth rate of about 9.5 percent between 2021 and 2028 to reach USD 500 billion by 2028. Also, rising consumption of RTD packaged beverages and increasing adoption of online distribution channels would create a lucrative growth prospectus for the market over the forecast period. However, the high cost of Sports Beverages stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Sports Beverages Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the rising popularity of sports activities as well as presence of leading market players in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising popularity of yoga and aerobic activities and increasing penetration of online distribution channels in the region.

Major market players included in this report are:

Fraser and Neave Limited
Lucozade Ribena Suntory Limited
PepsiCo.
The Coca-Cola Company
BA Sports Nutrition, LLC
Britvic Plc
Otsuka Pharmaceutical Co., Ltd
Abbott Nutrition Co.
OSHEE
Monster Beverage Company

Recent Developments in the Market:

In August 2022, Coca-Cola's India portfolio, forays into the hydrating sports drinks category with the launch of Limca Sportz. The company positioned Limca Sportz as a glucose and electrolyte-based beverage to address the rehydration needs of fitness-conscious customers.

Global Sports Beverages 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 Flavour, Packaging Type, Nature, 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 Flavor

Lemon

Orange

Mixed Fruits

By Packaging Type

Bottles & Tetra Packs

Cans

Aseptic Cartons

By Nature

Organic

Conventional

By Distribution Channel

Hypermarket/Supermarket

Convenience Stores

Specialty Stores

Online Sales Channel

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

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