

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

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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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Sports Beverages Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Sports Beverages Market, by Flavor, 2019-2029 (USD Billion)
 - 1.2.3. Sports Beverages Market, by Packaging Type, 2019-2029 (USD Billion)
 - 1.2.4. Sports Beverages Market, by Nature, 2019-2029 (USD Billion)
 - 1.2.5. Sports Beverages Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL SPORTS BEVERAGES 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 SPORTS BEVERAGES MARKET DYNAMICS

- 3.1. Sports Beverages Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing popularity of various fitness activities
 - 3.1.1.2. Growing adoption of functional beverages
 - 3.1.2. Market Challenges
 - 3.1.2.1. High Cost associated with Sports Beverages
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising consumption of RTD packaged beverages
 - 3.1.3.2. Increasing adoption of online distribution channels

CHAPTER 4. GLOBAL SPORTS BEVERAGES 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 SPORTS BEVERAGES MARKET, BY FLAVOR

- 6.1. Market Snapshot
- 6.2. Global Sports Beverages Market by Flavor, Performance - Potential Analysis
- 6.3. Global Sports Beverages Market Estimates & Forecasts by Flavor 2019-2029 (USD Billion)
- 6.4. Sports Beverages Market, Sub Segment Analysis
 - 6.4.1. Lemon
 - 6.4.2. Orange
 - 6.4.3. Mixed Fruits

CHAPTER 7. GLOBAL SPORTS BEVERAGES MARKET, BY PACKAGING TYPE

- 7.1. Market Snapshot
- 7.2. Global Sports Beverages Market by Packaging Type, Performance - Potential Analysis
- 7.3. Global Sports Beverages Market Estimates & Forecasts by Packaging Type 2019-2029 (USD Billion)

7.4. Sports Beverages Market, Sub Segment Analysis

7.4.1. Bottles & Tetra Packs

7.4.2. Cans

7.4.3. Aseptic Cartons

CHAPTER 8. GLOBAL SPORTS BEVERAGES MARKET, BY NATURE

8.1. Market Snapshot

8.2. Global Sports Beverages Market by Nature, Performance - Potential Analysis

8.3. Global Sports Beverages Market Estimates & Forecasts by Nature 2019-2029 (USD Billion)

8.4. Sports Beverages Market, Sub Segment Analysis

8.4.1. Organic

8.4.2. Conventional

CHAPTER 9. GLOBAL SPORTS BEVERAGES MARKET, BY DISTRIBUTION CHANNEL

9.1. Market Snapshot

9.2. Global Sports Beverages Market by Distribution Channel, Performance - Potential Analysis

9.3. Global Sports Beverages Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)

9.4. Sports Beverages Market, Sub Segment Analysis

9.4.1. Hypermarket/Supermarket

9.4.2. Convenience Stores

9.4.3. Specialty Stores

9.4.4. Online Sales Channel

CHAPTER 10. GLOBAL SPORTS BEVERAGES MARKET, REGIONAL ANALYSIS

10.1. Sports Beverages Market, Regional Market Snapshot

10.2. North America Sports Beverages Market

10.2.1. U.S. Sports Beverages Market

10.2.1.1. Flavor breakdown estimates & forecasts, 2019-2029

10.2.1.2. Packaging Type breakdown estimates & forecasts, 2019-2029

10.2.1.3. Nature breakdown estimates & forecasts, 2019-2029

10.2.1.4. Distribution Channel breakdown estimates & forecasts, 2019-2029

10.2.2. Canada Sports Beverages Market

- 10.3. Europe Sports Beverages Market Snapshot
 - 10.3.1. U.K. Sports Beverages Market
 - 10.3.2. Germany Sports Beverages Market
 - 10.3.3. France Sports Beverages Market
 - 10.3.4. Spain Sports Beverages Market
 - 10.3.5. Italy Sports Beverages Market
 - 10.3.6. Rest of Europe Sports Beverages Market
- 10.4. Asia-Pacific Sports Beverages Market Snapshot
 - 10.4.1. China Sports Beverages Market
 - 10.4.2. India Sports Beverages Market
 - 10.4.3. Japan Sports Beverages Market
 - 10.4.4. Australia Sports Beverages Market
 - 10.4.5. South Korea Sports Beverages Market
 - 10.4.6. Rest of Asia Pacific Sports Beverages Market
- 10.5. Latin America Sports Beverages Market Snapshot
 - 10.5.1. Brazil Sports Beverages Market
 - 10.5.2. Mexico Sports Beverages Market
 - 10.5.3. Rest of Latin America Sports Beverages Market
- 10.6. Rest of The World Sports Beverages Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Top Market Strategies
- 11.2. Company Profiles
 - 11.2.1. Fraser and Neave Limited
 - 11.2.1.1. Key Information
 - 11.2.1.2. Overview
 - 11.2.1.3. Financial (Subject to Data Availability)
 - 11.2.1.4. Product Summary
 - 11.2.1.5. Recent Developments
 - 11.2.2. Lucozade Ribena Suntory Limited
 - 11.2.3. PepsiCo.
 - 11.2.4. The Coca-Cola Company
 - 11.2.5. BA Sports Nutrition, LLC
 - 11.2.6. Britvic Plc
 - 11.2.7. Otsuka Pharmaceutical Co., Ltd
 - 11.2.8. Abbott Nutrition Co.
 - 11.2.9. OSHEE
 - 11.2.10. Monster Beverage Company

CHAPTER 12. RESEARCH PROCESS

12.1. Research Process

12.1.1. Data Mining

12.1.2. Analysis

12.1.3. Market Estimation

12.1.4. Validation

12.1.5. Publishing

12.2. Research Attributes

12.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Sports Beverages Market, report scope

TABLE 2. Global Sports Beverages Market estimates & forecasts by Region 2019-2029 (USD Billion)

TABLE 3. Global Sports Beverages Market estimates & forecasts by Flavor 2019-2029 (USD Billion)

TABLE 4. Global Sports Beverages Market estimates & forecasts by Packaging Type 2019-2029 (USD Billion)

TABLE 5. Global Sports Beverages Market estimates & forecasts by Nature 2019-2029 (USD Billion)

TABLE 6. Global Sports Beverages Market estimates & forecasts by Distribution Channel 2019-2029 (USD Billion)

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

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

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

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

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

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

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

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

TABLE 15. Global Sports Beverages Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. Global Sports Beverages Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 17. U.S. Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 18. U.S. Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 19. U.S. Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 20. Canada Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 21. Canada Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. Canada Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 23. UK Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 24. UK Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. UK Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. Germany Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 27. Germany Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. Germany Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. France Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 30. France Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. France Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. Italy Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 33. Italy Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Italy Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Spain Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 36. Spain Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. Spain Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. RoE Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

Billion)

TABLE 39. RoE Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 40. RoE Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 42. China Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 43. China Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 45. India Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 46. India Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 48. Japan Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 49. Japan Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 51. South Korea Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 52. South Korea Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 54. Australia Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 55. Australia Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Sports Beverages Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 57. RoAPAC Sports Beverages Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 58. RoAPAC Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 59. Brazil Sports Beverages Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 60. Brazil Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 61. Brazil Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 62. Mexico Sports Beverages Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 63. Mexico Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 64. Mexico Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 65. RoLA Sports Beverages Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 66. RoLA Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 67. RoLA Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 68. Row Sports Beverages Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 69. Row Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 70. Row Sports Beverages Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 71. List of secondary sources, used in the study of global Sports Beverages
Market

TABLE 72. List of primary sources, used in the study of global Sports Beverages Market

TABLE 73. Years considered for the study

TABLE 74. 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 Sports Beverages Market, research methodology
 - FIG 2. Global Sports Beverages Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Sports Beverages Market, key trends 2021
 - FIG 5. Global Sports Beverages Market, growth prospects 2022-2029
 - FIG 6. Global Sports Beverages Market, porters 5 force model
 - FIG 7. Global Sports Beverages Market, pest analysis
 - FIG 8. Global Sports Beverages Market, value chain analysis
 - FIG 9. Global Sports Beverages Market by segment, 2019 & 2029 (USD Billion)
 - FIG 10. Global Sports Beverages Market by segment, 2019 & 2029 (USD Billion)
 - FIG 11. Global Sports Beverages Market by segment, 2019 & 2029 (USD Billion)
 - FIG 12. Global Sports Beverages Market by segment, 2019 & 2029 (USD Billion)
 - FIG 13. Global Sports Beverages Market by segment, 2019 & 2029 (USD Billion)
 - FIG 14. Global Sports Beverages Market, regional snapshot 2019 & 2029
 - FIG 15. North America Sports Beverages Market 2019 & 2029 (USD Billion)
 - FIG 16. Europe Sports Beverages Market 2019 & 2029 (USD Billion)
 - FIG 17. Asia Pacific Sports Beverages Market 2019 & 2029 (USD Billion)
 - FIG 18. Latin America Sports Beverages Market 2019 & 2029 (USD Billion)
 - FIG 19. Global Sports Beverages 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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