

# **Global Sports Drink Market Size study, by Product (Isotonic, Hypertonic, Hypotonic), by Distribution Channel (Retail and Supermarkets, Online Platform) and Regional Forecasts 2022-2028**

<https://marketpublishers.com/r/G2DD8B552C08EN.html>

Date: May 2022

Pages: 200

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

ID: G2DD8B552C08EN

## **Abstracts**

Global Sports Drink Market is valued at approximately USD 25.49 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 4.45% over the forecast period 2022-2028. Sports Drinks have been gaining popularity among sportspersons as a functional beverage to help athletes before, during, and especially after sports activity. The growth in non-alcoholic drinks is driving the market growth as these beverages maintain nutritional balance in the body. For instance, according to Statista, the non-alcoholic drinks market is projected to reach USD 1.67 billion by 2026 from USD 1.17 billion in 2019. Furthermore, the total market is also expected to be driven by the launch of new products with interesting new flavors. For instance, in June 2019, Coca-Cola brand launched the sports drink Powerade with no sugar in India. Likewise, in 2021, GoodSport Nutrition, a US-based startup, launched GoodSport, a sports drink which is 97% dairy available on Amazon.com and the company website. Also, rising participation in sports activities, increasing disposable income and increasing demand for sports nutrition are likely to increase the market growth during the forecast period. However, high cost of the products impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the Global Sports Drink Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region across the world in terms of market share owing to the rising trend of athleticism and well-established market players in the region. Whereas, Asia-Pacific is anticipated to exhibit the highest growth rate over the forecast period 2022-2028 due to rising disposable income, rising coverage of e-commerce retail, and launch of new

innovative products.

Major market players included in this report are:

The Coca-Cola Company

Gatorade The Sports Fuel Company

J Donohoe Beverages Ltd.

Ba Sports Nutrition, Llc.

All Sport, Inc.

PepsiCo

GU Energy Labs

BE Innovations

CytoSport, Inc.

Otsuka Pharmaceutical Co., Ltd.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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:

Isotonic

Hypertonic

Hypotonic

By Distribution Channel:

Retail & Supermarkets

Online Platform

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

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Sports Drink Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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