

# Global Marathon Energy Gels Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Marathon Energy Gels market size was valued at US\$ 421 million in 2025 and is forecast to a readjusted size of US\$ 661 million by 2032 with a CAGR of 6.6% during review period.

Marathon Energy Gels are compact, fast-absorbing nutritional products designed to provide quick energy during running by delivering easily digestible carbohydrates such as glucose, maltodextrin and fructose in a semi-liquid form. They are formulated for convenient, on-the-go consumption during exercise, often packaged in single-use sachets, and may include additional ingredients such as electrolytes to support hydration balance or caffeine to enhance alertness and delay fatigue. Commonly used in endurance activities like marathons and long-distance training, Marathon Energy Gels help maintain blood glucose levels, reduce energy depletion, and support sustained performance without the need for bulky food intake. Marathon Energy Gels are typically priced in the range of about one to three dollars per sachet for standard consumer products, with premium or specialized formulations reaching higher price points depending on ingredients, brand positioning, and functional enhancements. Marathon Energy Gels typically achieve gross margins in the range of approximately 40% to 60%, balancing low ingredient costs with relatively high packaging, manufacturing, and distribution expenses.

The upstream of Marathon Energy Gels consists of carbohydrate sources such as glucose, fructose and maltodextrin, along with functional additives including electrolytes, caffeine, amino acids, flavorings and packaging materials, supported by food processing and formulation technologies, while the downstream spans sports nutrition brands, retail and e-commerce channels, and end users such as endurance athletes,

fitness consumers and outdoor enthusiasts, with demand closely tied to trends in active lifestyles, endurance sports participation and performance-oriented nutrition.

This report is a detailed and comprehensive analysis for global Marathon Energy Gels market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Marathon Energy Gels market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Marathon Energy Gels market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Marathon Energy Gels market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Marathon Energy Gels market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Marathon Energy Gels
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Marathon Energy Gels market based on the

following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include GU, SIS (Science In Sport), Maurten, HIGH5 Nutrition, Clif Bar, Aptonia (Decathlon), CPT, Powerrun, Ajinomoto, Hammer Nutrition, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## **Market Segmentation**

Marathon Energy Gels market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Hypertonic Energy Gel

Isotonic Energy Gel

### Market segment by Ingredient Source

Synthetic Ingredients

Natural Ingredients

### Market segment by Functional Formulation

Carb

Electrolyte

Caffeine

Protein

## Market segment by Application

Sports Events

Individual Athletes

Others

## Major players covered

GU

SIS (Science In Sport)

Maurten

HIGH5 Nutrition

Clif Bar

Aptonia (Decathlon)

CPT

Powerrun

Ajinomoto

Hammer Nutrition

Honey Stinger

Chargel

NeverSecond

Huma Chia

UCan's Edge

Untapped Maple

Maction

Meiji

Santa Madre

OVERSTIM.s

Named Sport

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Marathon Energy Gels product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Marathon Energy Gels, with price, sales quantity, revenue, and global market share of Marathon Energy Gels from 2021 to 2026.

Chapter 3, the Marathon Energy Gels competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Marathon Energy Gels breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Marathon Energy Gels market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Marathon Energy Gels.

Chapter 14 and 15, to describe Marathon Energy Gels sales channel, distributors, customers, research findings and conclusion.

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