

# **Energy Gels Market Size, Share & Trends Analysis Report By Product (Carbohydrate, Isotonic/Electrolyte, Caffeinated), By Flavor, By Application, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### Summary

The global energy gels market size was valued at USD 1.66 billion in 2024 and is projected to reach USD 3.09 billion by 2033, growing at a CAGR of 7.2% from 2025 to 2033. The growth of the market is primarily driven by the consumer's rising participation in endurance sports such as running, cycling, triathlons, and adventure racing.

Moreover, the consumer shift towards the convenient nutrition formats is also expected to drive the overall energy gels market growth. The market is also being propelled by the advancements in the product formulations, which have led to introduction of isotonic and electrolyte energy gels.

The global energy gels market is growing steadily as nutrition and sports have become a regular and important part of the training schedules across the world. Energy gels are mainly preferred as they are convenient to carry and help maintain energy levels during sports or training. The market has a significant presence of companies, such as GU Energy Labs, Powerbar, and Veloforte that focus on taste in addition to quick energy and provide these energy gels with clean labels and various specializations worldwide.

The growth in the global energy gels industry is also supported by the rising interest of people in fitness, the visibility of the product through retail stores, and collaborations of

the brands with sports events such as cycling, marathons, and other athlete communities. Producers globally are adding new flavors and widening their energy gel offerings by including coffee flavors, dessert-inspired flavors, and tangy flavors to attract more consumers. In addition, the market growth is also driven by the consumer's strong digital engagement globally, where energy gel brands use training apps to promote their products online. Furthermore, as familiarity among the consumers keeps rising, energy gels are becoming common and a convenient choice for instant energy during endurance and sports activities, which is further accelerating the market growth.

## Global Energy Gels Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the global energy gels market report on the basis of product, flavor, application, distribution channel, and region.

### Product Outlook (Revenue, USD Million, 2021 - 2033)

- Carbohydrate Gels

- Isotonic/Electrolyte Gels

- Caffeinated Gels

### Flavor Outlook (Revenue, USD Million, 2021 - 2033)

- Flavored

  - Citrus & Tangy Flavors

  - Berry & Tropical Fruit Flavors

  - Coffee Flavors

  - Dessert-Inspired (Vanilla, Chocolate, Salted Caramel Flavors, etc.)

  - Others (Neutral/Classic Flavors, etc.)

Unflavored

Application Outlook (Revenue, USD Million, 2021 - 2033)

Endurance Sports and Activities

Military and Defense

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online

Company-Owned Websites

Third-Party Aggregators

Offline

Hypermarket/Supermarket

Sports & Fitness Stores

Others (Retail Pharmacy Stores, etc.)

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia & New Zealand

Central & South America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

UAE

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