

Hydration Belt Market Size, Share & Trends Analysis Report By Product (With Bottle, Without Bottle), By Form, By Protective Medium, By Capacity, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Hydration Belt Market Growth & Trends

The global hydration belt market size is expected to reach USD 70.03 million by 2030, registering a CAGR of 6.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. Growing demand for these products as a source for ensuring continuous intake of hydrating agents among sportsmen is expected to remain a key trend in the market.

In addition, growing awareness regarding fitness through physical activities and exercise among the common mass is propelling the market growth. Coaches and trainers recommend remaining hydrated as the most important part of physical activity. Lack of hydration can negatively impact the cardiovascular system, muscle function, and body temperature. It is expected that one should consume 3 to 8 fluid ounces every 15 to 20 minutes.

It has been observed that millennials across the globe have been increasing spending on maintaining body fitness as a result of increased number of health awareness campaigns by fitness bloggers and gym trainers on social media. For instance, Classpass, a health club, said that 82% of people are exhibiting an increasing interest in treadmills. Leveraging the same trend, fitness clubs have started organizing wellness

festivals enhance the number of people interested in regular physical activities. As a result, the consumers will prefer the use of hydration belts in order to keep oneself hydrated.

Key players include Nathan Sports, FITLETIC, URPOWER, Adalid Gear, Salomon S.A.S., CamelBak, Ultimate Direction, FFITTECH, Osprey Packs, Inc., Implus LLC, and Amphipod Inc. Manufacturers have been leveraging these trends by introducing new products to cater to the demand of consumers.

For instance, in July 2018, USWE Sports launched Zul2, a cycling hydration waist pack. The small bag has ample space for large bladders of about 1.2 liter. In addition, it is very lightweight and the material of the bag reflects heat in order to keep the content of the bladder cold. The bag weighs around 215 gram and is square in shape. Furthermore, it is connected to those with a magnetic clip, which makes drinking convenient for the carrier.

Hydration Belt Market Report Highlights

The without bottle segment dominated the market with the largest revenue share of 70.5% in 2024. This segment's growth is attributed to the convenience and flexibility it offers users. Without bottle hydration belts typically feature integrated water reservoirs or pouches that can be easily refilled, allowing users to carry more water without the bulk of traditional bottles.

The hard bottle belt segment dominated the market with the largest revenue share in 2024. This dominance is driven by the practical and user-friendly design of hard bottle belts, which ensure durability and easy access to hydration during physical activities.

The non-insulating segment dominated the market with the largest revenue share in 2024. Non-insulating hydration belts are typically lighter and more flexible, making them ideal for athletes and fitness enthusiasts who prioritize comfort and convenience during their activities.

The single bottle segment dominated the market with the largest revenue share in 2024. Single bottle hydration belts are highly convenient and easy to use, making them a popular choice among runners and cyclists who need quick

access hydration.

The offline channel segment dominated the market with the largest revenue share in 2024. This dominance is largely attributed to consumers' preference for physically inspecting and purchasing hydration belts from brick-and-mortar stores like sports equipment shops, outdoor gear retailers, and department stores.

North America hydration belt market dominated the global market with the largest revenue share of 37.3% in 2024. The region's high participation rates in outdoor sports and fitness activities.

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