

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

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## **Abstracts**

### Summary

The U.S. energy gels market size was valued at USD 689.8 million in 2024 and is projected to reach USD 1,184.5 million by 2033, growing at a CAGR of 6.4% from 2025 to 2033. The growth of the market can be attributed to the rising involvement in endurance sports and a growing focus on structured nutrition.

More people are becoming aware of the benefits of energy gels and the availability of these products is rising. In addition, the continuous training routines of runners, cyclists, and triathletes are further driving demand for various energy gel options.

The U.S. hosts several endurance events such as marathons, gravel races, and triathlons, which play an important role in consumer preferences, mainly for energy gels. These events provide the brands, such as GU Energy Labs, Huma Gel, and Styrkr, with an opportunity to present their products to the endurance sports participants, through partnerships or by setting booths at expos. This direct interaction allows consumers to try products firsthand. This builds trust as well as familiarity mostly among the amateur participants. As the number of such events is increasing, more athletes are getting exposed to energy gels. This is further driving the U.S. energy gels market growth during the forecast period.

The U.S. energy gels market is driven by a mature sports nutrition culture emphasizing

on the convenience, performance, and brand credibility. Consumers prefer products that offer fast energy, clean ingredients, also better digestibility during long efforts. Retail visibility through physical stores and online channels keeps the demand steady. At the same time, continuous product improvements make sure that energy gels remain a core fueling choice for all athletes.

## The U.S. Energy Gels Market Report Segmentation

This report forecasts revenue growth at the 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 U.S. energy gels market report on the basis of product, flavor, application, and distribution channel.

### 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.)

**This report can be delivered to the clients within 4 Business Days**

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