

# Electrolyte and Vitamin Water Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global electrolyte and vitamin water market size reached US\$ 7.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 12.8 Billion by 2028, exhibiting a growth rate (CAGR) of 8.2% during 2023-2028.

Electrolyte water is fortified with calcium, sodium, potassium, magnesium, and other electrically charged minerals that help keep the brain, heart, muscles, and nervous system functioning. It regulates the hydration level by maintaining the internal pH level of the human body. It also aids in moving nutrients into the body cells and rebuilding damaged tissues. On the other hand, vitamin water is infused with numerous water-soluble vitamins and essential nutrients. It helps eliminate harmful free radicals from the cells, keeping the body hydrated and regulating body temperature. Besides this, its moderate consumption aids in maintaining the required pH level and proper functioning of muscles and nerves. As a result, the demand for electrolyte and vitamin water is gaining traction across the globe, especially among the millennial population.

### Electrolyte and Vitamin Water Market Trends:

The rising prevalence of obesity and other lifestyle diseases represents one of the key factors positively influencing the market. In addition, the growing population, rapid urbanization, and the escalating demand for nutrient-rich beverages are strengthening the market growth. Apart from this, the rising awareness among individuals about the benefits of maintaining a healthy lifestyle and hydration level is catalyzing the demand for electrolyte and vitamin water across the globe. Furthermore, the increasing

participation of individuals in sports, physical fitness, and adventure activities is driving the need for vitamin and mineral-rich food products and beverages. Moreover, the expansion of organized distribution channels, coupled with the shifting consumer inclination toward online shopping that offers easy product availability, free doorstep delivery, exciting offers, and secured online payment methods, is offering lucrative growth opportunities to manufacturers. Besides this, the rising focus of leading market players on various marketing strategies, such as celebrity endorsement, attractive packaging, and promotional activities on social media platforms, is propelling the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global electrolyte and vitamin water market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on fortification, variants, type, packaging and distribution channel.

#### Breakup by Fortification:

Vitamin Only

Electrolyte Only

Electrolyte & Vitamin

#### Breakup by Variants:

Flavored

Non-flavored

#### Breakup by Type:

Sweetened

Non-sweetened

#### Breakup by Packaging:

PET

Glass

Aluminum

Breakup by Distribution Channel:

Supermarkets

Convenient Stores

Online Stores

Specialty Stores

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Danone S.A., Essentia Water LLC (Nestlé USA), Frucor Suntory (Suntory Holdings Limited), Karma Culture LLC, Keurig Dr Pepper Inc., PepsiCo Inc., Talking Rain Beverage Company, The Alkaline Water Company Inc., The Coca-Cola Company, Vitamin Well and VOSS of Norway AS.

Key Questions Answered in This Report:

How has the global electrolyte and vitamin water market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global electrolyte and vitamin water market?

What are the key regional markets?

What is the breakup of the market based on the fortification?

What is the breakup of the market based on the variants?

What is the breakup of the market based on the type?

What is the breakup of the market based on the packaging?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global electrolyte and vitamin water market and who are the key players?

What is the degree of competition in the industry?

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