

Functional Beverages Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/F177ED546B41EN.html>

Date: March 2023

Pages: 143

Price: US\$ 2,499.00 (Single User License)

ID: F177ED546B41EN

Abstracts

The global functional beverages market size reached US\$ 125.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 205.1 Billion by 2028, exhibiting a growth rate (CAGR) of 6.75% during 2023-2028.

Functional beverages refer to non-alcoholic drinks containing non-traditional ingredients such as vitamins, minerals, dietary fibers, amino acids, raw fruits, and probiotics. Sports drinks, energy drinks, herbal tea, vitamin water, and fruit drinks with additives are some commonly available functional beverages. They are widely consumed to improve health, energy, athletic endurance, and hydration. Functional beverages assist in delivering nutrients and bioactive compounds to the body, including antioxidants, fatty acids, fibers, plant extracts, and micronutrients. As a result, their consumption promotes a healthy cardiovascular system, improves digestion, prevents cancer, boosts immunity, regulates weight loss, strengthens joints, and enhances memory.

Functional Beverages Market Trends:

The global functional beverages market is primarily being driven by significant growth in the food and beverage (F&B) industry due to the increasing demand for healthy and high nutritional food products. In line with this, the increasing product demand can also be attributed to rising consumer health consciousness and the growing participation in sports and allied activities to provide instant energy, prevent dehydration, and improve overall health. Additionally, the launch of organic, vegan protein, cannabidiol (CBD)- and plant-based, non-genetically modified organism (non-GMO), and allergen-free functional drinks is providing an impetus to market growth. Besides this, emerging trends in beverage consumption and related demographics, such as age and gender-specific functional beverages, that cater to the specific needs of kids, women, and the

geriatric population is creating a positive outlook for the market. Furthermore, recent innovations in packaging, such as single-serve and ready-to-drink (RTD) packaging, to address the rising demand for convenient functional beverages are supporting the market growth. Other factors, including rising consumer expenditure capacities, easy product availability across various retail platforms, and extensive celebrity endorsements and promotional activities by key players to broaden the consumer base, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global functional beverages market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, distribution channel and end user.

Breakup by Type:

- Energy Drinks
- Sports drinks
- Dairy-based Beverages
- Juices
- Others

Breakup by Distribution Channel:

- Supermarket and Hypermarket
- Specialty Stores
- E-commerce
- Others

Breakup by End User:

- Athletes
- Fitness Lifestyle Users
- 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 Amway Corp., Campbell Soup Company, Clif Bar & Company, GNC Holdings LLC (Harbin Pharmaceutical Group Co. Ltd), The Kraft Heinz Company, Monster Beverage Corporation, National Beverage Corp., Pepsico Inc., Red Bull GmbH and The Coca-Cola Company.

Key Questions Answered in This Report

1. What was the size of the global functional beverages market in 2022?
2. What is the expected growth rate of the global functional beverages market during 2023-2028?
3. What are the key factors driving the global functional beverages market?
4. What has been the impact of COVID-19 on the global functional beverages market?
5. What is the breakup of the global functional beverages market based on the type?
6. What is the breakup of the global functional beverages market based on the

distribution channel?

7. What is the breakup of the global functional beverages market based on end user?
8. What are the key regions in the global functional beverages market?
9. Who are the key players/companies in the global functional beverages market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL FUNCTIONAL BEVERAGES MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Energy Drinks
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Sports drinks
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Dairy-based Beverages

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Juices
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Others
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarket and Hypermarket
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Specialty Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 E-commerce
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY END USER

- 8.1 Athletes
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Fitness Lifestyle Users
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Others
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America

- 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
- 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy

- 9.3.4.1 Market Trends
- 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview

- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Amway Corp.
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 SWOT Analysis
 - 14.3.2 Campbell Soup Company
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.2.3 Financials
 - 14.3.2.4 SWOT Analysis
 - 14.3.3 Clif Bar & Company
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.4 GNC Holdings LLC (Harbin Pharmaceutical Group Co. Ltd)
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.5 The Kraft Heinz Company
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.5.4 SWOT Analysis
 - 14.3.6 Monster Beverage Corporation
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
 - 14.3.7 National Beverage Corp.

- 14.3.7.1 Company Overview
- 14.3.7.2 Product Portfolio
- 14.3.7.3 Financials
- 14.3.7.4 SWOT Analysis
- 14.3.8 PepsiCo Inc.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 Red Bull GmbH
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 SWOT Analysis
- 14.3.10 The Coca-Cola Company
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials
 - 14.3.10.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Functional Beverages Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Functional Beverages Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Functional Beverages Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Functional Beverages Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 5: Global: Functional Beverages Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Functional Beverages Market: Competitive Structure

Table 7: Global: Functional Beverages Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Functional Beverages Market: Major Drivers and Challenges
- Figure 2: Global: Functional Beverages Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Functional Beverages Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 4: Global: Functional Beverages Market: Breakup by Type (in %), 2022
- Figure 5: Global: Functional Beverages Market: Breakup by Distribution Channel (in %), 2022
- Figure 6: Global: Functional Beverages Market: Breakup by End User (in %), 2022
- Figure 7: Global: Functional Beverages Market: Breakup by Region (in %), 2022
- Figure 8: Global: Functional Beverages (Energy Drinks) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 9: Global: Functional Beverages (Energy Drinks) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 10: Global: Functional Beverages (Sports drinks) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 11: Global: Functional Beverages (Sports drinks) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 12: Global: Functional Beverages (Dairy-based Beverages) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 13: Global: Functional Beverages (Dairy-based Beverages) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 14: Global: Functional Beverages (Juices) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 15: Global: Functional Beverages (Juices) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 16: Global: Functional Beverages (Other Types) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 17: Global: Functional Beverages (Other Types) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 18: Global: Functional Beverages (Supermarket and Hypermarket) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 19: Global: Functional Beverages (Supermarket and Hypermarket) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 20: Global: Functional Beverages (Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Functional Beverages (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Functional Beverages (E-commerce) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Functional Beverages (E-commerce) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Functional Beverages (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Functional Beverages (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Functional Beverages (Athletes) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Functional Beverages (Athletes) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Functional Beverages (Fitness Lifestyle Users) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Functional Beverages (Fitness Lifestyle Users) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Functional Beverages (Other End Users) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Functional Beverages (Other End Users) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: North America: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: North America: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: United States: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: United States: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Canada: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Canada: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Asia-Pacific: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Asia-Pacific: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: China: Functional Beverages Market: Sales Value (in Million US\$), 2017 &

2022

Figure 41: China: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Japan: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Japan: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: India: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: India: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: South Korea: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: South Korea: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Australia: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Australia: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Indonesia: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Indonesia: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Others: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Others: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Europe: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Europe: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Germany: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Germany: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: France: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: France: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: United Kingdom: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: United Kingdom: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Italy: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Italy: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Spain: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Spain: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Russia: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Russia: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Others: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Others: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Latin America: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Latin America: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Brazil: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Brazil: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Mexico: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Mexico: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Others: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Others: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Middle East and Africa: Functional Beverages Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Middle East and Africa: Functional Beverages Market: Breakup by Country

(in %), 2022

Figure 80: Middle East and Africa: Functional Beverages Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Global: Functional Beverages Industry: SWOT Analysis

Figure 82: Global: Functional Beverages Industry: Value Chain Analysis

Figure 83: Global: Functional Beverages Industry: Porter's Five Forces Analysis

I would like to order

Product name: Functional Beverages Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/F177ED546B41EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F177ED546B41EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

