

# **Functional Beverages Market Report by Type (Energy Drinks, Sports drinks, Dairy-based Beverages, Juices, and Others), Distribution Channel (Supermarket and Hypermarket, Specialty Stores, E-commerce, and Others), End User (Athletes, Fitness Lifestyle Users, and Others), and Region 2024-2032**

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## **Abstracts**

The global functional beverages market size reached US\$ 135.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 234.0 Billion by 2032, exhibiting a growth rate (CAGR) of 6.16% during 2024-2032. The rising demand for functional beverages among the geriatric population, the growing popularity of premium beverages, and the widespread product adoption by athletes and health-conscious individuals are some of the major factors propelling the market.

Functional beverages are a category of drinks offering specific health benefits due to their added functional ingredients. These beverages are formulated to provide consumers with refreshments while targeting areas such as energy, immunity, digestion, or mental focus. They include several products, such as energy drinks fortified with vitamins and caffeine, probiotic-rich kombuchas for digestive health, and antioxidant-packed fruit juices. They may contain ingredients such as herbs, vitamins, minerals, amino acids, or probiotics, each designed to serve a particular purpose. As a result, it is gaining immense traction among health-conscious consumers.

The market is primarily driven by the growing health concerns due to obesity and chronic diseases. In addition, consumers seek functional beverages to help manage weight, support immunity, and enhance energy levels, thus influencing the market growth. Moreover, an increasing number of innovative ingredients such as probiotics,

adaptogens, and superfoods, incorporated into beverages to offer specific health benefits, represents another major growth-inducing factor. Besides this, consumers are drawn to functional beverages with clean labels, free from artificial additives, preservatives, and excessive sugar, thus augmenting the market growth. Along with this, coffee and tea are gaining immense popularity, due to the fusion of functionality with traditional beverage offerings antioxidant-rich teas, and cognitive-enhancing coffee, thus propelling the market growth. Furthermore, the growing environmental awareness resulted in brands focusing on sustainability and environmentally friendly packaging is also creating a positive market outlook.

#### Functional Beverages Market Trends/Drivers:

The rising demand for functional beverages among geriatric population

The market is primarily driven by the rising product demand among the geriatric population. In addition, the evolving consumer preferences, and the growing awareness regarding the importance of nutrition and overall well-being are augmenting the market growth. Also, beverages, fortified with several vitamins, minerals, antioxidants, and other health-improving ingredients, are influencing the market growth. Moreover, the geriatric population is actively seeking beverages that offer tangible health benefits, such as improved joint health, enhanced cognitive function, and increased energy levels, thus representing another major growth-inducing factor. Besides this, the recent onset of the coronavirus disease (COVID-19) pandemic resulted in an escalating product demand rate. Furthermore, individuals are focusing on enhancing immune health, turning to beverages produced with immune-improving ingredients such as zinc, herbal extracts, and vitamins C and D.

The growing popularity of premiumization

The market is driven by consumers seeking refreshments with added health benefits from their beverage choices. In addition, premiumization, refers to the increasing demand for high-quality, innovative, and health-conscious beverages, thus influencing the market growth. Consumers are willing to pay a premium for products that offer unique formulations, natural ingredients, and functional benefits such as enhanced energy, immunity support, or stress relief. Moreover, consumers are prioritizing products that align with their health and wellness goals. Also, the growing middle-class families, and rising disposable income, enable them to explore premium beverage options, representing another major growth-inducing factor. Besides this, the rise of e-commerce made it easier for consumers to discover and purchase niche, premium beverages, thus accelerating the product adoption rate.

The widespread product adoption by athletes and individual

The market is driven by the increasing demand for functional beverages infused with beneficial ingredients. In addition, athletes are turning to these beverages as a means of optimizing their physical capabilities and aiding post-workout recovery, thus influencing market growth. These drinks often contain ingredients such as electrolytes, amino acids, vitamins, and minerals that cater to the unique demands of athletes' bodies. It also offers a convenient and enjoyable way to incorporate health benefits into their daily routines. Moreover, the widespread adoption of functional beverages such as vitamin-infused water, protein shakes, or herbal tea with immune-improving properties, is propelling the market growth.

Functional Beverages Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global functional beverages market report, along with forecasts at the global, regional, and country levels for 2024-2032. 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

Energy drinks represent the most popular type

The report has provided a detailed breakup and analysis of the market based on the type. This includes energy drinks, sports drinks, dairy-based beverages, juices, and others. According to the report, energy drinks accounted for the largest market share.

The escalating demand for energy drinks due to the evolving lifestyles of consumers is influencing market growth. Energy drinks, with their caffeine and other stimulating ingredients, offer a quick and convenient solution to these demands. As a result, they are popular among professionals, students, and athletes seeking extra energy dose.

Additionally, the marketing strategies employed by energy drink companies effectively

positioned their products as lifestyle enhancers, associating them with vitality, endurance, and performance, making energy drinks a go-to choice for those looking to power through their day or workouts, representing another major growth-inducing factor.

Besides this, the numerous types of flavors and formulations available in the energy drink segment are encouraging its adoption among consumers, thus propelling the market growth. Companies are proactive in catering to tastes and dietary preferences, offering sugar-free, low-calorie, and even natural ingredient options.

Breakup by Distribution Channel:

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

Supermarkets and hypermarket presently account for the largest market share

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, e-commerce, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

The supermarkets and hypermarkets are conveniently located in urban and suburban areas, ensuring easy accessibility for consumers with exposure to functional beverages. Shoppers often visit these stores for their routine grocery needs, providing an excellent opportunity for these retailers to promote and sell beverages.

Moreover, supermarkets and hypermarkets offer extensive product options, and stock several types of beverages, catering to numerous consumer needs such as health, taste, and lifestyle, representing another major growth-inducing factor.

Along with this, supermarkets and hypermarkets are establishing supply chain efficiencies. They can source functional beverages in bulk, reducing procurement costs. This cost-effectiveness allows them to offer competitive prices to consumers, making beverages more affordable and attractive.

Furthermore, supermarkets and hypermarkets are investing in marketing and promotional activities. They often collaborate with beverage manufacturers to launch

exclusive products or offer attractive discounts and promotions which helps create awareness and generates interest among consumers.

Breakup by End User:

Athletes

Fitness Lifestyle Users

Others

Fitness lifestyle users hold the largest share in the market

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes athletes, fitness lifestyle users, and others. According to the report, fitness lifestyle users accounted for the largest market share.

Fitness enthusiasts prioritize hydration and nourishment as essential components of their active lifestyles. In addition, beverages offer a convenient means of replenishing vital nutrients and electrolytes lost during workouts, resulting in the escalating demand for functional drinks among fitness enthusiasts seeking refreshment and recovery, thus contributing to the market growth.

Moreover, the emphasis on clean, natural ingredients resonates with fitness lifestyle users. They are discerning consumers who closely examine product labels for additives and preservatives. Along with this, manufacturers are recognizing this preference and formulating their products with wholesome, recognizable ingredients, thus aligning with the health-conscious values of this market, propelling the market growth.

Furthermore, the growing popularity of digital media has resulted in the rising product demand among fitness lifestyle users. Social platforms and influencers within the fitness community promote beverages as integral to achieving health and fitness goals which fuels awareness and encourages trial among a wider consumer base.

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

North America exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The North American market is driven by the growing awareness of health and wellness among consumers. In addition, consumers are seeking beverages that offer tangible health benefits, including products such as probiotic drinks, energy-enhancing beverages, and antioxidant-rich concoctions, that align perfectly with these health-conscious preferences, thus augmenting the market growth.

Along with this, the North American companies are at the forefront of innovation in the sector, continually introducing new and enticing product offerings, easily accessible through an extensive network of retailers, ensuring consumers have easy access to various range of functional beverages, thus accelerating the product adoption rate. Moreover, the implementation of stringent and transparent regulations governs the

formulation and labeling of these products, fostering consumer trust and confidence.

The Europe market is driven by the emergence of beverages infused with traditional ingredients, aligning with cultural preferences. Moreover, the growing emphasis on sustainability and ethical sourcing is escalating the demand for eco-friendly packaging and responsible sourcing practices in the industry.

The Asia Pacific region is driven by the growing population size and the increasing middle class seeking healthier beverage options. Additionally, the rich tradition of herbal and botanical remedies in Asia is inspiring a wave of innovative beverages, incorporating ingredients such as ayurvedic herbs and traditional Chinese medicine elements, thus propelling the market growth.

#### Competitive Landscape:

Nowadays, key players in the industry are implementing several strategic initiatives. They are continuously expanding their product portfolios to cater to numerous consumer preferences. They are introducing new flavors, formulations, and functional benefits to keep up with evolving trends and consumer demands. Moreover, companies are prioritizing clean labeling by using natural ingredients, reducing additives, and eliminating artificial preservatives which resonates with health-conscious consumers who value transparency and authenticity in their beverage choices. Also, they are building strong relationships with customers and engaging with their consumers through feedback mechanisms, surveys, and loyalty programs, ensuring they address customer needs and preferences effectively. Furthermore, companies are recognizing the importance of online sales and focusing on enhancing their e-commerce platforms, providing a seamless online shopping experience by leveraging digital marketing channels.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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  
The Coca-Cola Company

#### Recent Developments:

In August 2022, The Coca-Cola Company, India launched Limca Sportz, as a new beverage in its n-fizz category, a glucose and electrolyte-based beverage that helps to rehydrate athletes, exercisers, and those involved in high-intensity activities.

In March 2022, National Beverage Corp. introduced its newest flavor, Cherry Blossom Sparkling Water, a flavor of LaCroix Cherry Blossom blooms with the fragrance, bliss, and calming essence of the cherry blossom flower.

PepsiCo has recently launched a new functional beverage called Soulboost, which is a sparkling water beverage that contains functional ingredients. The product comes in two varieties: Lift and Ease. This launch indicates PepsiCo's entry into the growing market of functional beverages.

#### Key Questions Answered in This Report

1. What was the size of the global functional beverages market in 2023?
2. What is the expected growth rate of the global functional beverages market during 2024-2032?
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?



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