

# Sports and Energy Drinks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032

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## Abstracts

The global sports and energy drinks market size reached US\$ 112.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 198.7 Billion by 2032, exhibiting a growth rate (CAGR) of 6.3% during 2024-2032. The increasing health and fitness awareness among the masses, the rising participation in sports activities, and the introduction of innovative formulas with natural ingredients and functional enhancements are some of the major factors propelling the market.

Sports and energy drinks are beverages that supply a quick source of energy to individuals engaging in physical activity or needing an energy boost. They are designed to replenish fluids, electrolytes (such as sodium, potassium, and magnesium), and carbohydrates lost during physical activity, particularly during intense or prolonged workouts. They help maintain hydration levels, replace essential minerals, and provide a source of fuel for muscles. They also contain stimulating ingredients, such as caffeine, taurine, guarana, and B-vitamins, along with sugars or artificial sweeteners that improve focus and concentration, and combat fatigue.

The market is primarily driven by the rising consumer expenditure on lifestyle and fitness activities, which is escalating the demand for sports and energy drinks. As people adopt more sedentary lifestyles and spend long hours at work, they turn to sports and energy drinks to sustain energy levels and overcome fatigue. Besides, sports and energy drinks are widely available in various retail channels, including supermarkets, convenience stores, gyms, and online platforms. The easy accessibility and broad distribution networks is contributing to their market penetration and consumer reach. Moreover, non-athletic consumer segments are seeking an energy boost or a refreshing beverage option and are incorporating these drinks into their daily routines,

further propelling the market growth. Furthermore, the rising disposable incomes of consumers, the increasing advertisement and promotional activities are also creating a favorable market outlook.

#### Sports and Energy Drinks Market Trends/Drivers:

The increasing health and fitness awareness among the masses

Health and fitness-conscious individuals often seek convenient options to support their active lifestyles. Sports and energy drinks provide a convenient way to hydrate, replenish electrolytes, and obtain quick energy without the need for extensive preparation. Moreover, the consumption-on-the-go nature of these beverages aligns well with the busy schedules of individuals focused on their health and fitness goals. Nowadays, as more people become conscious of their health and engage in physical activities, the need for proper hydration and electrolyte replenishment has become more apparent. Consequently, sports drinks, with their ability to provide hydration and essential electrolytes, have gained popularity among fitness enthusiasts.

The rising participation in sports activities

Presently, with more people engaging in sports activities, there is a surging need for proper hydration and electrolyte replenishment. Physical activities like sports can lead to increased sweating, which results in the loss of fluids and electrolytes from the body. Sports drinks, formulated to provide hydration and replenish essential minerals, are adopted by athletes and active individuals to maintain optimal performance and prevent dehydration. Moreover, Athletes and individuals involved in sports seek ways to improve their endurance, stamina, and overall performance. Energy drinks, with their stimulating ingredients like caffeine and taurine, are consumed by athletes to boost energy, improve focus, and enhance performance during training sessions or competitive events.

The introduction of innovative formulas with natural ingredients and functional enhancements

At present, as consumers become more health-conscious and seek products with natural ingredients, the introduction of sports and energy drinks with natural formulas has resonated with their preferences. Beverages formulated with natural sweeteners, flavors, and colors, as well as organic or plant-based ingredients, appeal to individuals looking for healthier and cleaner options. Besides, traditional sports and energy drinks often contain artificial additives, including sweeteners, flavors, and colors.

Consequently, manufacturers are using natural alternatives to attract health-conscious consumers. Moreover, the introduction of products with added vitamins, minerals, antioxidants, or adaptogenic herbs to provide additional benefits beyond hydration and energy is also contributing to market growth.

#### Sports and Energy Drinks Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global sports and energy drinks market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on product type, packaging type, type, distribution channel and target consumer.

#### Sports Drinks Market:

##### Breakup by Product Type:

Isotonic

Hypertonic

Hypotonic

Isotonic drinks dominates the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes isotonic, hypertonic, and hypotonic. According to the report, isotonic drinks represented the largest segment.

Isotonic drinks are specifically formulated to provide rapid hydration and replenishment of electrolytes. The balance of electrolytes, such as sodium, potassium, and magnesium, helps restore the body's fluid and mineral levels, making isotonic drinks a popular choice among athletes and individuals engaging in intense physical activities. These drinks also play a crucial role in enhancing physical performance and endurance during exercise. The presence of carbohydrates in isotonic drinks provides a quick source of energy, helping to sustain energy levels during prolonged physical activities. Moreover, isotonic drinks come in a wide range of flavors and variants, catering to diverse consumer preferences. This variety of options appeals to consumers seeking different taste profiles and provides a personalized experience, thus strengthening the dominance of isotonic drinks in the market.

#### Breakup by Packaging Type:

Bottle (Pet/Glass)

Can

## Others

Bottles hold the largest share in the market

A detailed breakup and analysis of the market based on the packaging type has also been provided in the report. This includes bottles (pet/glass), can, and others. According to the report, bottles accounted for the largest market share.

## Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online

Others

Sports drinks are widely distributed through supermarkets and hypermarkets

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, convenience stores, online, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

## Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, North America accounted for the largest market share.

## Energy Drinks Market:

### Breakup by Product:

Alcoholic

Non-Alcoholic

Non-alcoholic drinks currently hold the majority of the market share

A detailed breakup and analysis of the market based on the product has also been provided in the report. This includes alcoholic and non-alcoholic. According to the report, alcoholic energy drinks accounted for the largest market share.

Breakup by Type:

Non-Organic

Organic

Non-organic energy drinks currently represent the leading category

A detailed breakup and analysis of the market based on the type has also been provided in the report. This includes non-organic and organic. According to the report, non-organic energy drinks accounted for the largest market share.

Breakup by Packaging Type:

Bottle (Pet/Glass)

Can

Others

Bottles (PET/glass) currently hold the largest market share

A detailed breakup and analysis of the market based on the packaging type has also been provided in the report. This includes bottles (PET/glass), can, and others. According to the report, bottles accounted for the largest market share.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online

Others

Supermarkets and hypermarkets currently represent the largest distribution channel

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, convenience stores, online, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Breakup by Target Consumer:

Teenagers

Adults

Geriatric Population

Energy drinks are mostly consumed by adults

A detailed breakup and analysis of the market based on the target consumer has also been provided in the report. This includes teenagers, adults, and geriatric population. According to the report, adults accounted for the largest market share.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

North America exhibits a clear dominance, accounting for the largest sports and energy drinks market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, North America was the largest market for energy drinks.

The 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:

Abbott Nutrition Co.  
AJE Group  
Britvic PLC  
Extreme Drinks Co.  
Fraser & Neave Holdings BHD  
GlaxoSmithKline Plc  
Red Bull  
Rockstar, Inc.  
Coca-Cola  
PepsiCo  
Arizona Beverage Company  
National Beverage Corp  
Keurig Dr Pepper Inc.  
Living Essentials  
Cloud 9 Beverages Private Limited  
Vitale Beverages Pvt Ltd.

#### Key Questions Answered in This Report

1. What was the size of the global sports and energy drinks market in 2023?
2. What is the expected growth rate of the global sports and energy drinks market during 2024-2032?
3. What has been the impact of COVID-19 on the global sports and energy drinks market?
4. What are the key factors driving the global sports and energy drinks market?
5. What is the breakup of the global sports drinks market based on the product type?
6. What is the breakup of the global energy drinks market based on the product?
7. What is the breakup of the global energy drinks market based on type?
8. What is the breakup of the global sports and energy drinks market based on the packaging type?
9. What is the breakup of the global sports and energy drinks market based on the distribution channel?
10. What is the breakup of the global energy drinks market based on the target consumer?
11. What are the key regions in the global sports and energy drinks market?
12. Who are the key players/companies in the global sports and energy drinks market?

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