

Global Sports Drink Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/GA04B0F5ABACEN.html>

Date: June 2020

Pages: 122

Price: US\$ 3,950.00 (Single User License)

ID: GA04B0F5ABACEN

Abstracts

The global sports drink market is expected to grow at a CAGR of 4.48% over the forecast period to reach a total market size of US\$31.976 billion by 2025, increasing from US\$24.581 billion in 2019. Sports drinks are functional drinks specifically designed to help athletes and other active people hydrate before, during, and after exercise (source: British Soft Drinks Association). Sports drink are widely available and are preferred among the athletes as they contain water and electrolytes like sodium and potassium which needs replenishment when the body loses water and electrolytes after a heavy workout or sports activity. Growing health awareness including the importance of hydration in the human body is one of the major drivers driving the growth of the global sports drink market. However, concerns regarding the excessive intake of sports drink leading to the possibility of teeth erosion may have a significant impact on restraining the market growth among the end-users.

Expanding the sports industry coupled with the increasing number of sports events is driving the growth of the market during the forecast period

The number of sports events has been increasing globally as there is increasing investment in the sports industry over the years. The number of sports events that are being broadcast has also risen dramatically and is expected to increase even more which is compelling the market players to invest more in the sports industry during the forecast period. In fact, according to the Chinese Athletic Association, 328 marathons with 2.8 million runners were held in China in 2017 alone compared with only twenty-two races in 2011, in the total number of running events increased to 1102 races. Furthermore, due to the increasing number of sports events, there is increasing investment in sports drinks my major market players in form of promotion and new product launches which is further anticipated to propel the market growth opportunities

in the coming years.

Also, the sports industry in Japan is growing at a good pace. With the country set to stage the Rugby World Cup in 2019 and the Olympics in 2020 (which now postponed due to COVID-19 pandemic), the government and private players are increasingly focusing on expanding sporting activity and infrastructure in the country, and also promoting Japanese sports overseas. For instance, in July 2018, the Ministry of Economy, Trade, and Industry (METI), Japan Sports Agency, Japan External Trade Organization (JETRO), and Japan Sports Council collaborated for popularizing Japanese sports and promotion of sports industry overseas.

Expanding retailing business-like convenience stores

In recent years, convenience and departmental stores with supermarkets have witnessed an increase in sales. The development and growth of convenience stores and other retail businesses are directly related to economic growth and speed of urbanization which is projected to propel the market over the forecast period. Besides, with the growing number of smartphone users, time spent on the internet also an increase that drives the growth of e-commerce platforms which is also opening the scope of distribution of the sports drink.

North America is holding a significant share in the market

By geography, the sports drink market is segmented as North America, South America, Europe, the Middle East and Africa, and the Asia Pacific. North America is expected to hold a significant share in the market owing to the presence of major players coupled with the growing number of product launches in countries like the Canada and United States. In addition, a growing number of health-conscious population coupled with the changing lifestyles are the factors boosting the demand of the product and with the rising availability of a variety of flavors are further expected to drive the market in the region.

The Asia Pacific region is holding huge growth potential due to the presence of a significant young population in the region. Good growth of sports industry in countries like China and Japan is playing an important role in the burgeoning demand for sports drink and the region is also expected to hold major sports events in the coming years which is further boosting the demand for a sports drink. Growing consumer awareness regarding the health benefits of sports drinks coupled with the product development of organic sports drinks has also triggered the market growth opportunities in the region

over the forecast period. Furthermore, rising disposable incomes and living standards are encouraging Chinese and Indians to adopt the Western lifestyle.

Competitive Insights

Prominent key market players in the sports drink market include PepsiCo Inc., The Coca-Cola Company, SoBe, Danone S.A., and Britvic PLC, Steric Trading Pty Ltd, Lucozade Ribena Suntory, BA Sports Nutrition, LLC, Otsuka Pharmaceutical Co., Ltd and Fraser and Neave, Limited. The number of players in the sports drink market is large and growing with the opportunity to generate significant revenues as a result of growing demand. Key players in the market are seen to adopt differentiated strategies and are either looking to expand their market portfolio with investments in the development of the new product line, or some companies are opting for mergers, acquisitions, and strategic partnerships to expand their market presence and/or expand their product line. In addition, market players are investing heavily in research and development and product launch of innovative, organic, and other flavored sports drinks in the market. For instance, In April 2019, Coca-cola will launch its global sports drink brand PowerAde in India by June ahead of the ICC World Cup in order to compete with PepsiCo's Gatorade. Also, In August 2018, Coca-cola announced it had purchased a stake in sports drink BodyArmor, making the latest move to diversify its beverage portfolio. Major market players in the global sports drink market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last few years. The company profiles section details the business overview, financial performance (public companies) for the past few years, key products and services being offered along with the recent deals and investments of these important players in the global sports drink market.

Segmentation:

By Type

Hypotonic

Isotonic

Hypertonic

By Age group

Below 20 years

20-40 years

Above 40 years

By Packaging

Pet Bottles

Cans

By Distribution Channel

Online

Offline

Supermarkets

Convenience stores

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Italy

Others

Middle East and Africa

Saudi Arabia

South Africa

Others

Asia Pacific

Japan

China

India

South Korea

Others

Note: Thre report will be delivered in 3 working days.

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Segmentation

2. RESEARCH METHODOLOGY

- 2.1. Research Data
- 2.2. Assumptions

3. EXECUTIVE SUMMARY

- 3.1. Research Highlights

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. SPORTS DRINK MARKET ANALYSIS, BY TYPE

- 5.1. Introduction
- 5.2. Hypotonic
- 5.3. Isotonic
- 5.4. Hypertonic

6. SPORTS DRINK MARKET ANALYSIS, BY AGE GROUP

- 6.1. Introduction
- 6.2. Below 20 years

6.3. 20-40 years

6.4. Above 40 years

7. SPORTS DRINK MARKET ANALYSIS, BY PACKAGING

7.1. Introduction

7.2. Pet Bottles

7.3. Cans

8. SPORTS DRINK MARKET ANALYSIS, BY DISTRIBUTION CHANNEL

8.1. Introduction

8.2. Online

8.3. Offline

8.3.1. Supermarkets

8.3.2. Convenience stores

8.3.3. Others

9. SPORTS DRINK MARKET ANALYSIS, BY GEOGRAPHY

9.1. Introduction

9.2. North America (US\$ Million)

9.2.1. North America Sports drink Market, By Type, 2019 to 2025 (US\$ Million)

9.2.2. North America Sports drink Market, By Age Group, 2019 to 2025 (US\$ Million)

9.2.3. North America Sports drink Market, By Packaging, 2019 To 2025 (US\$ Million)

9.2.4. North America Sports drink Market, By Distribution Channel, 2019 To 2025 (US\$ Million)

9.2.5. By Country

9.2.5.1. United States (US\$ Million)

9.2.5.1.1. By Type

9.2.5.1.2. By Age Group

9.2.5.1.3. By Packaging

9.2.5.1.4. By Distribution Channel

9.2.5.2. Canada (US\$ Million)

9.2.5.2.1. By Type

9.2.5.2.2. By Age Group

9.2.5.2.3. By Packaging

9.2.5.2.4. By Distribution Channel

9.2.5.3. Mexico (US\$ Million)

- 9.2.5.3.1. By Type
- 9.2.5.3.2. By Age Group
- 9.2.5.3.3. By Packaging
- 9.2.5.3.4. By Distribution Channel

9.3. South America (US\$ Million)

- 9.3.1. South America Sports drink Market, By Type, 2019 to 2025 (US\$ Million)
- 9.3.2. South America Sports drink Market, By Age Group, 2019 to 2025 (US\$ Million)
- 9.3.3. South America Sports drink Market, By Packaging, 2019 To 2025 (US\$ Million)
- 9.3.4. South America Sports drink Market, By Distribution Channel, 2019 To 2025

(US\$ Million)

- 9.3.5. By Country
 - 9.3.5.1. Brazil (US\$ Million)
 - 9.3.5.1.1. By Type
 - 9.3.5.1.2. By Age Group
 - 9.3.5.1.3. By Packaging
 - 9.3.5.1.4. By Distribution Channel
 - 9.3.5.2. Argentina (US\$ Million)
 - 9.3.5.2.1. By Type
 - 9.3.5.2.2. By Age Group
 - 9.3.5.2.3. By Packaging
 - 9.3.5.2.4. By Distribution Channel
 - 9.3.5.3. Others

9.4. Europe (US\$ Million)

- 9.4.1. Europe Sports drink Market, By Type, 2019 to 2025 (US\$ Million)
- 9.4.2. Europe Sports drink Market, By Age Group, 2019 to 2025 (US\$ Million)
- 9.4.3. Europe Sports drink Market, By Packaging, 2019 to 2025 (US\$ Million)
- 9.4.4. Europe Sports drink Market, By Distribution Channel, 2019 To 2025 (US\$

Million)

- 9.4.5. By Country
 - 9.4.5.1. UK (US\$ Million)
 - 9.4.5.1.1. By Type
 - 9.4.5.1.2. By Age Group
 - 9.4.5.1.3. By Packaging
 - 9.4.5.1.4. By Distribution Channel
 - 9.4.5.2. Germany (US\$ Million)
 - 9.4.5.2.1. By Type
 - 9.4.5.2.2. By Age Group
 - 9.4.5.2.3. By Packaging
 - 9.4.5.2.4. By Distribution Channel

- 9.4.5.3. France (US\$ Million)
 - 9.4.5.3.1. By Type
 - 9.4.5.3.2. By Age Group
 - 9.4.5.3.3. By Packaging
 - 9.4.5.3.4. By Distribution Channel
- 9.4.5.4. Spain (US\$ Million)
 - 9.4.5.4.1. By Type
 - 9.4.5.4.2. By Age Group
 - 9.4.5.4.3. By Packaging
 - 9.4.5.4.4. By Distribution Channel
- 9.4.5.5. Italy (US\$ Million)
 - 9.4.5.5.1. By Type
 - 9.4.5.5.2. By Age Group
 - 9.4.5.5.3. By Packaging
 - 9.4.5.5.4. By Distribution Channel
- 9.4.5.6. Others
- 9.5. Middle East and Africa (US\$ Million)
 - 9.5.1. Middle East and Africa Sports drink Market, By Type, 2019 to 2025 (US\$ Million)
 - 9.5.2. Middle East and Africa Sports drink Market, By Age Group, 2019 to 2025 (US\$ Million)
 - 9.5.3. Middle East and Africa Sports drink Market, By Packaging, 2019 to 2025 (US\$ Million)
 - 9.5.4. Middle East and Africa Sports drink Market, By Distribution Channel, 2019 To 2025 (US\$ Million)
 - 9.5.5. By Country
 - 9.5.5.1. Saudi Arabia (US\$ Million)
 - 9.5.5.1.1. By Type
 - 9.5.5.1.2. By Age Group
 - 9.5.5.1.3. By Packaging
 - 9.5.5.1.4. By Distribution Channel
 - 9.5.5.2. South Africa (US\$ Million)
 - 9.5.5.2.1. By Type
 - 9.5.5.2.2. By Age Group
 - 9.5.5.2.3. By Packaging
 - 9.5.5.2.4. By Distribution Channel
 - 9.5.5.3. Others
- 9.6. Asia Pacific (US\$ Million)
 - 9.6.1. Asia Pacific Sports drink Market, By Type, 2019 to 2025 (US\$ Million)
 - 9.6.2. Asia Pacific Sports drink Market, By Age Group, 2019 to 2025 (US\$ Million)

9.6.3. Asia Pacific Sports drink Market, By Packaging, 2019 to 2025 (US\$ Million)

9.6.4. Asia Pacific Sports drink Market, By Distribution Channel, 2019 To 2025 (US\$ Million)

9.6.5. By Country

9.6.5.1. Japan (US\$ Million)

9.6.5.1.1. By Type

9.6.5.1.2. By Age Group

9.6.5.1.3. By Packaging

9.6.5.1.4. By Distribution Channel

9.6.5.2. China (US\$ Million)

9.6.5.2.1. By Type

9.6.5.2.2. By Age Group

9.6.5.2.3. By Packaging

9.6.5.2.4. By Distribution Channel

9.6.5.3. India (US\$ Million)

9.6.5.3.1. By Type

9.6.5.3.2. By Age Group

9.6.5.3.3. By Packaging

9.6.5.3.4. By Distribution Channel

9.6.5.4. South Korea (US\$ Million)

9.6.5.4.1. By Type

9.6.5.4.2. By Age Group

9.6.5.4.3. By Packaging

9.6.5.4.4. By Distribution Channel

9.6.5.5. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

10.1. Major Players and Strategy Analysis

10.2. Emerging Players and Market Lucrativeness

10.3. Mergers, Acquisitions, Agreements, and Collaborations

10.4. Vendor Competitiveness Matrix

11. COMPANY PROFILES

11.1. PepsiCo Inc.

11.2. The Coca-Cola Company

11.3. SoBe

11.4. Danone S.A.

- 11.5. Britvic PLC
- 11.6. Steric Trading Pty Ltd
- 11.7. Lucozade Ribena Suntory
- 11.8. BA Sports Nutrition, LLC
- 11.9. Otsuka Pharmaceutical Co., Ltd.
- 11.10. Fraser and Neave, Limited

I would like to order

Product name: Global Sports Drink Market - Forecasts from 2020 to 2025

Product link: <https://marketpublishers.com/r/GA04B0F5ABACEN.html>

Price: US\$ 3,950.00 (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/GA04B0F5ABACEN.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