

Sports Drinks Market - Forecasts from 2018 to 2023

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Abstracts

The sports drink market is projected to grow at a CAGR of 4.31% to reach US\$28.584 billion by 2023, from US\$22.193 billion in 2017. 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. Popular brands include Gatorade, Powerade, Staminade, All Sport and 100Plus among others. However, concerns regarding the excessive intake of sports drink leading to the possibility of teeth erosion may have a significant impact in restraining the market growth among the end users.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have

been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the sports drink value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the sports drink market.

Major industry players profiled as part of the report are PepsiCo Inc., The Coca-Cola Company, SoBe, Danone S.A. and Britvic PLC among others.

Segmentation

The sports drink market has been analyzed through following segments:

By Type

Hypotonic

Isotonic

Hypertonic

By Distribution Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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