

# Australia Functional Drinks Market Summary, Competitive Analysis and Forecast to 2026

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## Abstracts

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### SUMMARY

Functional Drinks in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The functional drinks market consists of retail sale of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic' or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties; mainly carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, yerba mate, along with glucose syrup (corn syrup) and maltodextrin. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2021 exchange rates.

The Australian functional drinks market had total revenues of \$1,830.3m in 2021, representing a compound annual growth rate (CAGR) of 5.7% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.9% between 2016 and 2021, to reach a total of 299.4 million litres in 2021.

The performance of the market is forecast to follow a similar pattern with an anticipated CAGR of 5.9% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$2,436.9m by the end of 2026.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the functional drinks market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the functional drinks market in Australia

Leading company profiles reveal details of key functional drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia functional drinks market with five year forecasts

## **REASONS TO BUY**

What was the size of the Australia functional drinks market by value in 2021?

What will be the size of the Australia functional drinks market in 2026?

What factors are affecting the strength of competition in the Australia functional drinks market?

How has the market performed over the last five years?

What are the main segments that make up Australia's functional drinks market?

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