

Asia-Pacific Sports Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The Asia-Pacific Sports Drinks Market size is estimated at 8.11 billion USD in 2024, and is expected to reach 12.23 billion USD by 2030, growing at a CAGR of 7.09% during the forecast period (2024-2030).

The growing sports industry with an increasing number of fitness clubs leads the segmental growth

The Asia-Pacific sports drinks market is growing at a steady pace during the study period, registering a growth of 22% from 2022 to 2025 by value. With the growing popularity of fitness programs and increased emphasis on a healthy lifestyle, the consumption of sports drinks is observed to rise substantially as it helps to rehydrate the body. Also, the rise in the number of fitness centers and gyms in the region is enhancing the demand for fortified sports drink products in the region. For instance, in Australia, the number of fitness centers and gyms rose from 3,859 in 2016 to 6,462 in 2021.

Isotonic sports drinks dominate consumption in the regional market both by value and volume. Isotonic drinks have similar concentrations or tonicity of human blood, making them more preferred among consumers requiring intense hydration. The increasing number of sports enthusiasts in the region is also driving the preference and need for isotonic sports drink products. In 2023, a total of 11,970 athletes represented 45 National Olympic Committees (NOCs) in the Asia Olympics 2023. The demand for isotonic drinks is largely catered to through PET bottles, mostly with the increased

availability in the market.

However, the hypertonic sports drinks segment is anticipated to be the fastest-growing segment during the forecast period, registering a CAGR of 9.45% by value from 2024 to 2030. With a carbohydrate concentration of more than 10%, hypertonic sports drinks are largely beneficial as a post-workout recovery drink. Among the regions, Malaysia emerges as the most active country in 2023, with 61% of Malaysian adults meeting recommended physical activity levels, making the country the most physically active state.

Companies organizing sports events to attract consumer interest

From 2021 to 2023, sports drink sales surged by 11.76% in Asia-Pacific. This growth can be attributed to the rising popularity of fitness programs and a heightened focus on healthy living. Sports drinks, known for their rehydrating properties, are witnessing a notable uptick in consumption. For instance, Singapore, a hub for sporting events, hosts over 100 races annually, spanning marathons, triathlons, and world championships. In this region, the success of the sports drink landscape hinges on factors like convenience, including ready-to-drink options with transparent formulations.

Asian energy and sports drink manufacturers have a promising avenue to explore: catering to consumer interest in traditional medicine and familiar plant-based ingredients. Examples of such ingredients include Valerian root, honey, plant extracts, traditional Chinese medicine, and longjack. These botanicals appeal to consumers' palates and offer functional benefits. Notable examples include chamomile, ginger, and matcha.

The functional beverage market is propelled by a growing health consciousness among consumers. Beverages enriched with vitamins, minerals, and amino acids are gaining traction. Companies are also taking the lead in promoting fitness and organizing events like marathons. For instance, in 2018, Coca-Cola held its flagship marathon in the Maldives. Other players, like PepsiCo Inc., are also actively engaging with consumers through sports events. In India, PepsiCo's Gatorade, thanks to its pioneering presence, has made sports drinks synonymous with functional beverages.

Asia-Pacific Sports Drinks Market Trends

The demand for sports drinks with cleaner labels, natural ingredients, and decreased sugar content has surged as consumers prioritize their health

The consumption of sports drinks in the Asia-pacific region is increasing as people become more health-conscious and engaged in physical activities.

Major brands like Powerade, BodyArmor, and Gatorade are focusing on more sustainable packaging approaches and utilizing more recycled content.

The price increases on raw materials such as PET plastic resin, and on distribution costs, have resulted in suppliers and bottlers adopting new strategies. These include creative approaches such as a flexible price/packaging mix, including new smaller pack sizes and affordable multipacks, in order to manage rising costs.

Owing to the rising health concerns and the increasing measures to prevent the occurrence of lifestyle diseases, consumers are opting for low-calorie, low-sugar, or sugar-free dietary patterns.

APAC Sports Drink Industry Overview

The Asia-Pacific Sports Drinks Market is moderately consolidated, with the top five companies occupying 45.82%. The major players in this market are Otsuka Holdings Co Ltd, PepsiCo, Inc., Suntory Holdings Limited, Thai Beverages PCL and The Coca-Cola Company (sorted alphabetically).

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