

# Europe Protein Based Sports Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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## Abstracts

The Europe Protein Based Sports Drinks Market size is estimated at 408.4 million USD in 2024, and is expected to reach 649.6 million USD by 2030, growing at a CAGR of 8.04% during the forecast period (2024-2030).

Increased consumer spending on fitness supplements and protein drinks is boosting the growth of the market

The demand for protein-based sports drinks in the region is majorly led by an increasing number of fitness enthusiasts and a heavy consumer influx in gyms and fitness clubs. As of 2021, 10.5 million people held a gym membership, which is over 15% of the total UK population. Representing consumers' increasing reliance on performance-boosting sports drinks over the years. Athletes and fitness enthusiasts are incorporating protein-based sports drinks in their nutrition plans to support muscle growth and recovery.

Germany was among the leading countries for the consumption of protein-based sports drinks in 2023. Consumers in the country prefer beverages that support their active lifestyles and fitness goals. Protein-based sports drink consumption is increasing in Germany due to factors like increasing demand for protein-rich diet foods and the increasing availability of protein-based sports drinks. In 2022, European consumers spent most of their fitness supplement budget on protein shakes. Moreover, the total number of people actively exercised in a gym in Germany as of June 30, 2023, was 10.7 million, which was around 13% of the total population.

Moreover, in order to respond to the demand of healthy consumers, the market has witnessed product innovation, with manufacturers introducing a variety of protein-infused beverages. This diversification caters to different consumers. Leading players are adopting a range of distinct strategies such as advertising, sponsorship, or the development of an image and trademark to increase their customer base and market share. For instance, in 2023, FC Barcelona secured a sponsorship agreement with Prime Hydration, created by KSI and Logan Paul. The brand has been announced as the official hydration partner for the next 3 seasons.

## Europe Protein Based Sports Drinks Market Trends

The increasing awareness of health among consumers has led to a higher demand for sports drinks that have cleaner labels, natural ingredients, and less sugar

Sports drinks are particularly popular among young adults, including college students and professionals, who consume them for increased mental alertness and stamina.

Consumers continuously scrutinize contents to make sound choices about their sugar intake. European consumers are increasingly seeking sports drinks that offer functional benefits beyond basic hydration and an energy boost.

To counter packaging costs, manufacturers like Coca-Cola, and PepsiCo are launching fully recycled PET bottles in pack sizes of 250 ml and 750 ml across the market.

With the rising number of health-conscious consumers in the region, there is demand for healthier alternatives to every product, including sports drinks. Many are seeking products that can help them maintain healthy eating habits.

## Europe Protein Based Sports Drinks Industry Overview

The Europe Protein Based Sports Drinks Market is fragmented, with the top five companies occupying 26.15%. The major players in this market are Farmers Co-operative Dairy Limited, Nestle S.A., PepsiCo, Inc., Protein2o Inc. and The Vita Coco Company Inc. (sorted alphabetically).

### Additional Benefits:

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