

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

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Abstracts

The Europe Sports Drinks Market size is estimated at 2.98 billion USD in 2024, and is expected to reach 4.36 billion USD by 2030, growing at a CAGR of 6.51% during the forecast period (2024-2030).

Rising fitness enthusiasts boosting the growth of the sports drinks market in Europe

The sports drinks industry has witnessed a consistent growth rate, with a CAGR of 7.06% between 2018 and 2023. This growth can be attributed to the rising number of fitness enthusiasts in the market. As of 2023, Europe boasted a staggering 63.1 million members actively engaging in fitness, spread across 63,830 health and fitness clubs. On average, in a given week, 20% of Europeans exercised for up to 2.5 hours, 14% for 2.5 to 5 hours, and 18% for over 5 hours.

In 2023, isotonic drinks emerged as the dominant segment. These drinks are particularly favored by individuals involved in intense sports activities. Notably, 38% of Europeans engage in sports or exercise at least once a week, while 17% exercise less frequently. Isotonic sports drinks play a crucial role in replenishing electrolytes and fluids lost during physical activity. Given the growing consumer preference for isotonic drinks, this segment is projected to witness a sales value growth of 7.96% during the 2025-2027 period.

Hypertonic drinks are poised to exhibit the highest growth rate, with a projected CAGR of 9.94% by value during 2024-2030. These drinks are particularly popular among

endurance athletes like long-distance runners and cyclists, who rely on them for a quick energy and electrolyte boost during prolonged exercise. In 2022, England alone saw a participation of 5.97 million in running events. Looking ahead, sporting events, including marathons and triathlons, are expected to witness growth, further fueling the demand for hypertonic drinks, which are often provided as part of race support.

The market for low-sugar sports drinks is witnessing growth, driven by increasing consumer demand

In 2023, the European sports drinks market witnessed a CAGR of 14.5%, outpacing the previous year's figures. This surge can be attributed to the region's fast-paced lifestyles and a growing preference for healthier diets. Consequently, there has been a notable increase in demand for on-the-go functional beverages, with sports drinks leading the pack. These beverages, available in bottles, cans, and tetra packs, offer convenience and are particularly favored by the working population.

Germany emerged as the frontrunner in sports drink sales in Europe in 2023. The country's health-conscious consumers are increasingly seeking sports drinks with lower sugar content, natural sweeteners, and added health benefits like antioxidants. Responding to this demand, several manufacturers in Germany have introduced a range of sugar-free sports drink options. This strategic move paid off, with sports drink sales in Germany witnessing a significant 24% surge from 2020 to 2023.

The United Kingdom follows closely as the second-largest market for sports drinks in Europe. Projections indicate a 21.1% sales value growth for sports drinks in the UK by 2027, compared to 2023. This growth is fueled by the rising popularity of sports nutrition products in recent years. As a testament to this trend, sports drinks are increasingly occupying prime shelf space in stores, with a focus on products that promote consumer health. Notably, sports drinks have gained significant traction among children, who consume them both socially and during physical activities. A survey in 2022 revealed that 89.4% of children aged 12-14 reported consuming sports drinks at least twice a week.

Europe 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

Consumers are transitioning from energy drinks to sports drinks because of the health benefits associated with them like replenishment of fluids, and electrolytes.

Major brands like Powerade, BodyArmor, and Gatorade are focusing on more sustainable packaging approaches and utilizing more recycled content. In terms of innovative flavors, consumers are open to exploring new flavor profiles, especially the younger population.

Sports drinks are available to consumers in the low-range to high-end premium range. However, the prices continue to rise due to factors like production, shipping costs, labor shortages, supply chains, changing customer tastes, and the economic impact of war in Ukraine, which led to the growing demand for products in the lower price range.

With the rising number of health-conscious consumers in the region, there is an increasing demand for healthier alternatives to every product, including sports drinks. As a result, rising demand for low-calorie and sugar-free beverages is fuelling the demand for healthier beverage options owing to the adverse effects related to high sugar intake.

Europe Sports Drinks Industry Overview

The Europe Sports Drinks Market is moderately consolidated, with the top five companies occupying 61.32%. The major players in this market are Otsuka Holdings Co Ltd, PepsiCo, Inc., Suntory Holdings Limited, The Coca-Cola Company and Tiger Brands Ltd. (sorted alphabetically).

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