

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

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Abstracts

The India Sports Drinks Market size is estimated at 71.92 million USD in 2024, and is expected to reach 103.6 million USD by 2030, growing at a CAGR of 6.28% during the forecast period (2024-2030).

Rising involvement in fitness activities elevates the demand for sports nutrition products, including sports drinks

The Indian sport drinks market is witnessing robust growth, registering a value surge of 18.38% projected from 2022 to 2025. This uptick can be attributed to the increasing focus on active lifestyles, with sports drinks positioned as performance-enhancing beverages aiding in body replenishment. Furthermore, the expanding fitness landscape, evidenced by the rise in gyms and fitness centers, is bolstering the demand for fortified sports drinks. In 2022, India boasted around 20,000 gyms, a number that climbed to an estimated 50 lakh gym-goers by 2023.

While gym-goers remain a minority, there has been a notable shift post-pandemic. With heightened health concerns, consumers are diversifying their physical activities, embracing practices like yoga, zumba, and aerobics. In 2023, India saw approximately 31% of females and 24% of males occasionally practicing yoga.

Isotonic sports drinks reign supreme in the Indian market. These beverages mirror the body's natural sugar and salt concentrations, enabling swift fluid replacement during perspiration while offering ample carbohydrates. The surge in sports events, coupled with athlete endorsements, is propelling the demand for sports nutrition, including

isotonic drinks. Notably, over 650 athletes participated in the 2023 Asian Games.

The Indian government is making substantial investments in athletic facilities and training, bolstered by initiatives like Khelo India, the Fit India Movement, and other sports promotion schemes. This concerted push aligns with the growing adoption of performance nutrition, underscoring the potential for heightened demand for sports drinks in the coming years.

India 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 greatest penetration of sports drinks can be seen in metro cities such as Delhi, Mumbai, and Kolkata, where there is a high frequency of consumption because of rising participation in sports, increasing purchasing power among consumers, and a sophisticated lifestyle.

Isotonic sport drinks are becoming increasingly popular in India due to the increased sports participation. As isotonic drinks are a combination of Fluid, Electrolytes and Carbohydrates, that acts as an immediate fuel for the functional muscles.

The prices of the sugar-free sports drink also depends upon the external factors such as importing, packaging, flavoring, etc. Availability of these products at varied price range enables the population to purchase the product that is in accordance to their preferences and budget.

The inclination of consumers toward maintaining health has increased their involvement in various sports activities, creating demand for different sports beverages and drinks. Around 42% of respondents said they are increasing the amount of physical activity.

India Sports Drinks Industry Overview

The India Sports Drinks Market is fairly consolidated, with the top five companies occupying 87.08%. The major players in this market are Cipla Limited, Gujarat Cooperative Milk Marketing Federation Limited, PepsiCo, Inc., Thai Beverages PCL and

The Coca-Cola Company (sorted alphabetically).

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