

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

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Abstracts

The North America Protein Based Sports Drinks Market size is estimated at 2.11 billion USD in 2024, and is expected to reach 3.08 billion USD by 2030, growing at a CAGR of 6.49% during the forecast period (2024-2030).

The United States is expected to maintain its highest share owing to the presence of a highly active population

The United States dominated the consumption of protein-based sports drinks in 2023. Around 66 million Americans were part of a health club as of 2022. North America has a strong fitness and health-conscious culture. Consumers are looking for beverages that support their active lifestyles and fitness goals. Proteins are essential for muscle recovery and repair, making protein-based sports drinks attractive to athletes and fitness enthusiasts. Around 2 in 5 Americans regularly consume protein drinks and shakes. Protein-based sports drinks offer a convenient way to replenish nutrients after a workout. They are often consumed as a post-workout recovery beverage.

In Mexico, the share of physically active adults increased to 42.1% in 2022 compared to 38.9% in 2020. Mexican population practiced some kind of sports or physical exercises in their free time in 2022. The rise in the physically active population is boosting the growth of protein-based sports drinks in Mexico. The ready-to-drink format of protein-based sports drinks makes consumers a convenient option for on-the-go consumption, whether at the gym, during outdoor activities, or as a quick post-workout recovery option.

Apart from the Rest of North America, Canada is anticipated to register the fastest growth with a CAGR of 8.26% by value between 2024 and 2030. Protein-based sports drink consumption is increasing in Canada due to factors like increasing fitness trends, increasing demand for protein-rich diet foods, and the increasing availability of protein-based sports drinks. Consumers have access to a variety of protein sources in these drinks, including whey, casein, plant-based proteins (e.g., pea protein, soy protein), and blends. This variety caters to different dietary preferences and needs.

North America Protein Based 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, especially protein-based sports drinks are highly encouraged among sports enthusiasts as it is perceived as a suitable pre or post-workout drink. In 2023, 88% of consumers perceive protein RTDs including sports drinks as healthy to drink regularly.

Apart from innovative flavors, infusion of beverages with effective functional ingredients were also observed to be gathering votes among consumers. Major brand names like Gatorade, BodyArmor, Powerade are launching new lines of product to cater to these demands.

The pricing of a sports drink is influenced by the cost of various raw materials which are utilized in their production. With the growing demand for natural and healthy ingredients players in the market are incorporating them in the products which is thus justifying the price rises in the market.

Sports drinks are largely consumed by athletes owing to post-workout recovery benefits on health including replenishing glucose, fluids. In 2022, more than two-thirds (60%) of athletes in the United States claimed that they consumed sports drinks mostly for rehydrate.

North America Protein Based Sports Drinks Industry Overview

The North America Protein Based Sports Drinks Market is moderately consolidated, with the top five companies occupying 49.62%. The major players in this market are Danone S.A., Nestle S.A., PepsiCo, Inc., Protein2o Inc. and The Vita Coco Company

Inc. (sorted alphabetically).

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