

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

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Abstracts

The North America Sports Drinks Market size is estimated at 13.84 billion USD in 2024, and is expected to reach 17.68 billion USD by 2030, growing at a CAGR of 4.17% during the forecast period (2024-2030).

Rising number of fitness enthusiasts is propelling the sports drinks industry's growth

The sports drinks industry in North America witnessed a consistent growth of 19.81% in value from 2018 to 2023. This growth can be attributed to the rising number of fitness enthusiasts in the region. Furthermore, sports drinks, being low in sugar, are increasingly being chosen as a healthier alternative to sodas and energy drinks.

Within the sports drinks sector, isotonic drinks emerged as the dominant segment in 2023. These drinks are particularly favored by individuals engaged in intense sports activities, as they effectively replenish electrolytes and fluids. With a rising consumer preference for isotonic drinks, this segment is projected to witness a sales value growth of 7.96% from 2025 to 2027.

The protein-based sports drinks segment holds the second-largest market share in North America. These drinks, known for their convenience, easy digestibility, and muscle growth benefits, are increasingly popular among the growing number of gym-goers in North America. In 2023, nearly half of all Americans (49.9%) went to the gym at least twice a week.

From 2018 to 2023, electrolyte-enhanced water emerged as the fastest-growing segment in North America, registering a robust CAGR of 4.07% by value. This growth can be attributed to the rising awareness of these drinks, which are recognized for their ability to support muscle function and maintain fluid balance in the body.

Looking ahead, the sports drink market in North America is projected to witness a significant growth rate of 13.1% by value from 2025 to 2028. This growth will be fueled by factors such as the expanding base of health-conscious consumers and a consistent focus on flavor innovation.

Health benefits associated with the consumption of low-calorie sports drinks are supporting the market growth

The North American sports drink market witnessed robust growth, with sales surging at an 8.07% CAGR from 2021 to 2023. This surge can be attributed to the expanding flavor options and evolving consumer preferences.

Within North America, the United States dominates the sports drink market, driven by its highest consumption rates. In 2023, the sales value of sports drinks in the United States rose by 3.6% from 2021. The market's growth is fueled by heightened awareness and demand from young adults and athletes. In light of rising concerns about diabetes and obesity, consumers in the country are increasingly prioritizing both nutritional value and taste. By 2022, the United States had over 37.3 million diabetes diagnoses, accounting for 11.3% of the population. Due to excessive consumption of sugars, American consumers are looking for sugar-free or low-calorie sports drink options, which will further drive the market.

Canada is observed to be the fastest growing country, apart from the Rest of North America segment, with an expected CAGR of 5.99% by value from 2024 to 2030. The market for sports drinks in North America is growing rapidly as health-conscious consumers seek out products that would help them stay hydrated and perform at their best. Moreover, these products are mainly designed to replenish electrolytes and fluids lost through sweat, which can help athletes avoid dehydration and cramping. These drinks are also often fortified with vitamins and minerals, making a convenient way for busy people to get a quick boost of essential nutrients.

North America 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 highest increase in sports drink consumption has occurred among young adults consumers of these sugar-sweetened beverages, with average daily energy consumption increasing from 498 kJ (119 kcal) in 2023.

Given the popularity of sports drinks among teenagers and adults, product diversification is tailored to various age groups. Manufacturers are focused on diversifying their product portfolios by introducing new flavors infused with added health benefits.

Discounts, promotions, and bulk purchase options often influence consumers. Consumers buy sports drinks in larger quantities when discounts are available for cost savings. As a result, bulk packages, commonly found at Costco or Sam's Club, which cost around USD10.4 to as much as USD 20.05 per 12-count pack are hugely popular.

Over 42% of American adults are obese, while about 30.7% are overweight. These beverages are calorie-dense and often contain few or no nutrients. Hence, players in the market are developing low calorie sports drinks.

North America Sports Drink Industry Overview

The North America Sports Drinks Market is fairly consolidated, with the top five companies occupying 84.51%. The major players in this market are PepsiCo, Inc., PISA Global, S.A. de C.V., Sabormex SA de CV, Suntory Holdings Limited and The Coca-Cola Company (sorted alphabetically).

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