

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

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Abstracts

The Protein Based Sports Drinks Market size is estimated at 3.77 billion USD in 2024, and is expected to reach 5.7 billion USD by 2030, growing at a CAGR of 7.13% during the forecast period (2024-2030).

Increasing development in the field of sports is driving the segment sales globally

The global protein-based sports drinks market registered a growth of 33.35% by value between 2018 and 2023. Consumers are engaging in sports and athletic activities due to the prevalence of obesity and diabetes, encouraging sports drink manufacturers to launch new products that meet consumer interest. For instance, GoodSport Nutrition has launched a natural sports drink made from milk that is packed with essential electrolytes and protein content. Similarly, Arla Foods Ingredients launched a protein-based sports drink featuring Lacprodan SP-9213, a whey protein isolate and electrolytes.

North America dominated the global protein-based sports drinks market in 2023. The rising inclination toward sports and physical activities is driving the protein-based sports drink market. In 2022, there were around 31 thousand health clubs in the United States. Also, the increasing concerns related to overall health and fitness among individuals are prompting manufacturers to produce products in the market with nutritional benefits and low-calorie content. The United States is one of the leading markets due to the increasing trends of athleticism. In 2022, around 95% of the US population was engaged in sports and leisure activities per day.

Africa is anticipated to be the fastest-growing market, registering a value CAGR of

9.66%. The demand for sports drinks is driven by the rising popularity of various sporting leagues, such as the 2023 AFCON and Netball World Cup. Also, global brands are establishing their base in the region to capture the local demography through partnerships. Brands like Powerade have boarded as the official partner of SA Rugby. Likewise, Prime entered South Africa in a partnership with supermarket chain Checkers in 2023.

Global Protein Based Sports Drinks Market Trends

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

Protein-based sports drinks are largely consumed across developed countries of North America and Europe region. In the North American region, protein-based sports drinks are highly preferred among athletes and sports personnel. In 2022, 46% of United States active consumers consumed protein-containing beverages as pre-workout products, and 42% of consumers consumed them post-workout.

The protein beverage trend is extremely popular with protein accounting for 30% of functional ingredients used in the beverage market. As protein has become more mainstream, its consumer segment has expanded to include people at all life stages.

In 2022, more than 76% of global consumers paid a higher price for protein-fortified food and beverages including protein-based sports drinks. Also, in 2023 the price for protein-based sports drinks ranged between USD 2.2 to USD 5.1.

Consumers have become more active and are engaged in sports and athletic activities due to the prevalence of diseases like obesity, diabetes, high blood pressure, and many more. In the older times, sports drinks were only for athletes and sports personnel. But nowadays, consumers are seeking quick and convenient hydration with nutrient options.

Protein Based Sports Drinks Industry Overview

The Protein Based Sports Drinks Market is fragmented, with the top five companies occupying 31.78%. 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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