

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

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Abstracts

The United States Sports Drinks Market size is estimated at 12.15 billion USD in 2024, and is expected to reach 15.37 billion USD by 2030, growing at a CAGR of 4.00% during the forecast period (2024-2030).

Isotonic sports drink acts as a vital companion for athletes seeking peak performances

Isotonic sports drinks dominate the US sport drinks market, capturing the largest market share. From 2020 to 2023, these drinks witnessed a robust growth rate of 8.78% by value. Athletes favor isotonic drinks due to their optimal blend of fluids, carbohydrates, and electrolytes, aiding in hydration and performance maintenance during workouts. The quick absorption of isotonic drinks is especially crucial for athletes, enabling swift replenishment of fluids and electrolytes. In 2022, the NCAA saw a participation of over 522,000 students in sports across the United States. Gatorade, Powerade, and Body Armor are the top isotonic sports drink brands in the country.

Electrolyte-enhanced water secures the second-largest market share and is poised to witness a significant growth rate of 18.91% by value during 2024-2028. In the United States, millennials are emerging as a pivotal force driving the demand for electrolyte-enhanced water. With their heightened activity levels and inclination toward regular exercise, around 70% of US millennials were actively involved in fitness sports in 2022. In addition, millennials hold a substantial 33% share of gym memberships. Given their active lifestyles, electrolyte-enhanced water serves as an ideal choice for millennials, aiding in replenishing lost fluids and electrolytes during workouts.

Hypertonic sports drinks are witnessing the highest growth rate in the market, with a projected CAGR of 6.77% during the 2024-2030 period. These drinks find particular favor among athletes engaged in rigorous exercises like crossfit, weightlifting, and high-intensity interval training (HIIT).

United States 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

The increasing health awareness, busy lifestyle, and growing consumer awareness regarding the health benefits of sports drinks are steering the demand for sports drinks in the country. Consumption of sports drinks has turned into a routine, especially for the athletes in the region.

Packaging is also an extremely important attribute for sports drinks. Clean label claims like “organic” “all-natural”, and “plant-based” influence the purchasing power in the country attributes. In 2023, 47% of active Millennial men and 49% of women emphasize “plant-based” sports drinks as an important attribute.

The pricing of a sports drink are largely influenced by the cost of type of packaging material, raw materials like protein, flavours, sweeteners, electrolytes, and other additives. In 2023, the average base price of a sport drink in the United States ranges between USD 1.40 to USD 7.05 per liter.

The clean-label claims, like, all-natural” and “no additives/preservatives” are the most important to 62% of millennial women followed by 56% preferring “locally sourced” claims in the market.

United States Sports Drinks Industry Overview

The United States Sports Drinks Market is fairly consolidated, with the top five companies occupying 81.56%. The major players in this market are PepsiCo, Inc., PISA Global, S.A. de C.V., Seven & I Holdings Co., Ltd., Suntory Holdings Limited and The Coca-Cola Company (sorted alphabetically).

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