Global Sports Drink Market Forecasted for 2015-2020

Description:

Sports drinks are beverages which are substituted for water and electrolytes in an athlete’s body. Sports drinks are meant to restore the fluid lost during training, competition or physical activities. The global market for sports drink was $4.1 billion in 2012 and expected to reach around $5.6 billion in 2020 with the CAGR of 4% in the forecasted period 2015-2020.

Sports drinks are gaining popularity amongst the athletes and individuals who are involved in the vigorous physical activity. Millennial generation, drive the sports drink market exponentially due to the inclination towards fitness, keen interest in sports, more buying capacity, and willingness to pay for health products. The marketers are targeting different age groups like teenagers and young adults. This shift of target consumers from athletes to the consumers belonging to different age groups has emanated an increase in the demand for the sports drinks. At the same time, Advertising plays a vital role, which has male audience in dominance. Boys have captured the sports drink market with nearly 45% and 32% share by girls in global scenario. The growing popularity of sporting trend is also a reflection of greater health awareness. Whereas the inclination of market towards organic and natural products due to less side effects associated with them, makes it difficult to grab the average user for products, which are containing synthesized sugar and costly and hinders the growth of the industry.

The market segmentation of Sports drinks are further segmented into Isotonic, Hypotonic & Hypertonic which are categorised for the higher or lower concentrations similar to the human body. The main ingredients used in sports drinks are sugar, electrolytes, carbohydrates, vitamins and the major market drawing attention ingredient are the minerals which helps in replenishing the lost electrolytes during the workout or sports activities. The market segmentation based on the packaging styles contains cans, bottles, cartons in which bottles for sports drink is the market leader. Innovation of new flavours with health benefits is a major driving factor of the market. Investments in the positioning of the products and targeting the correct consumers are the focus of key players. Sugar-free or light drinks are another experimented (tested) market which is to attract the female consumers.

North America is one of the leading markets due to the increasing trend of athleticism, rising concern for health and shift in dietary patterns due to changing lifestyles. Asia-Pacific is an attractive market with global sales of $9.4 billion towards the end of forecast period. Countries such as China, Brazil, India, and Japan have huge potential for sports drink market due to the higher number of young population, health awareness, and increasing disposable income.

Therefore, the investment in innovations for student athlete’s sports drink as well as for improved formation innovations, the new research, and change is a big opportunity for the companies to enhance the audience size and increase the revenue. The market is quite new and hence dominated by two big beverage brands PepsiCo and Coca Cola. PowerAde and Gatorade of Coca Cola and PepsiCo respectively are the major names with various products available in market. However there are various region players such as 100Plus, Lucozade, sportade and Pocari Sweets etc. are available but there share are comparatively low in global market.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the Global Sports Drink Market, with region specific assessments and competition analysis on a global and regional scale.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their share of markets.
- Identification and analysis of the Macro and Micro factors that affect the Sports Drink market on both global and regional scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
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