Global Sports Drink Market - Growth, Trends and Forecast (2016 - 2021)

Description: The global market for sports drink stood at 4.1 billion in 2012 and is expected to reach around 5.6 billion in 2020 at a CAGR of 4%.

Global Sports Drink Market Dynamics

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. The innovation of new flavors with health benefits is a major driving factor of the market. Sugar-free or light drinks are the experimental market to attract the female consumers.

Advertising also plays a vital role due to which boys have captured the sports drink market with nearly 45% and girls have about 32% share in the global scenario. However, the inclination of the market towards organic and natural products due to lesser side effects associated with them is hindering the growth of the industry.

Global Sports Drink Market Segmentation

The market segmentation of sports drinks is segmented into isotonic, hypotonic & hypertonic which are categorized for the higher or lower concentrations similar to the human body.

The market segmentation based on the packaging styles contains cans, bottles, cartons in which bottles for sports drink is the market leader.

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 USD 9.4 billion towards the end of the 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.

Key Players in the Global Sports Drink Market

The market is 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 the market. Regional players such as 100Plus, Lucozade, Sportade and Pocari Sweat are making a mark in the global market.

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