

Electrolyte Drinks Market: By Type, By Application, By Distribution - Forecast (2018-2023)

Natural Sweeteners boosting the Electrolyte Drinks Market

HYDERABAD, TELANGANA, INDIA, September 4, 2018 /EINPresswire.com/ -- People who regularly go to gym or perform strenuous activity would know what an [electrolyte drink](#) is. In preparation for an important tournament or marathon, people would flood to the stores to purchase bottles of Gatorade, PowerAde or any other alternative in order to replenish their sore muscles.

Electrolyte drink brands have sponsored many sports events such as Gatorade sponsoring the National Football League (NFL) since 1983, and PowerAde sponsoring National Association for Stock Car Auto Racing (NASCAR) since 2003. Due to these types of sponsorships, athletes have always viewed electrolyte drinks as their go-to solution before or after a workout. Thus the electrolyte industry has gained popularity. However, presently this industry is facing declining sales, as more consumers are having health concerns. Individuals are reducing their sugar intake and shifting towards a fitter, healthier lifestyle. Most of these bottled drinks have sugar content that rivals that of a can of an energy drink like Red Bull. People find it difficult to choose between electrolyte drinks and energy drinks due to the minimal difference.

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Los Angeles Lakers, one of the major teams in the National Basketball Association (NBA) in America is sponsored by Gatorade. The famous orthopedic surgeon for the Los Angeles Lakers, Dr. Brad Thomas, quoted 'not plausible to recommend a standardized fluid replacement protocol for all people.' This is a constraint on sports drinks, that despite all the different compositions, there is "no one size fits all" drink. Suppose, people who live in tropical countries like Singapore and Indonesia, experience pleasant climates and have a lesser need to rehydrate, as compared to people living in warm countries like the United Arab Emirates (UAE) and Oman. A person who drinks the same drink in two places would either consume excess calories in Singapore or become dehydrated in the UAE.

In 2017, the Australian Beverage Council sought out to reduce sugar content in all available beverages and as affirmation, Pepsi and Coco Cola aims to reduce sugar levels by 20% within the next 8 years. The change in sugar levels should bring back consumers. However, although, the companies are reducing sugar content from all of their drinks (energy drinks and juices included), the change in demand may be minimal.

In the recent years, people have been seeking after new flavored water such as coconut water and aloe Vera water as they have more natural ingredients and no artificial flavoring. Gatorade and PowerAde have made notice of this growing popularity and introduced new plant based concoctions that contain coconut water. The addition of these varieties should make the offerings healthier and tastier, and may even lead to further growth in the market.

Plant based varieties and natural coloring, along with the reduction of sugar content should revitalize the electrolyte drinks industry, and this will allow for further diversification of drinks, such as plant-based and non-plant based. The number of categories of drinks continues to grow

in the industry. Consumer who stopped drinking electrolyte drinks due to concerns about its effectiveness and the effects on their health, may soon change their mind.

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Electrolyte Drinks market report is segmented as indicated below:

1. Electrolyte Drinks – By Type

1.1. Introduction

1.2. Isotonic

1.3. Hypotonic

1.4. Hypertonic

1.5. Others

2. Electrolyte Drinks – By Packaging

2.1. Introduction

2.2. Bottles

2.3. Cans

2.4. Tetra Pak

2.5. Powder

2.5.1. Sachet

2.5.2. Jar

3. Electrolyte Drinks – By Form

3.1. Introduction

3.2. Liquid

3.3. Powder

4. Electrolyte Drinks – By Distribution Channel

4.1. Introduction

4.2. Supermarkets & Large Retailers

4.3. Online Stores

4.4. Convenience Stores/ Gas stations

4.5. Vending machine vendors

4.6. Others

5. Electrolyte Drinks Market – By Market Entropy

6. Electrolyte Drinks Market – By Geography

Companies Cited/Interviewed/Referenced

PepsiCo

Coco Cola Co.

Vital Pharmaceuticals, Inc. (VPX Sports)

AJE Group

Fraser & Neave Limited (F&N)

Otsuka Pharmaceutical

Cytomax

Alecoq

Pacific Health Labs

Company 15+

Related Reports:

A. Maldives Energy Drinks Market

<https://industryarc.com/Report/18319/maldives-energy-drinks-market.html>

B. Yogurt Market

<https://industryarc.com/Report/18318/yogurt-market.html>

What can you expect from the report?

The Electrolyte Drinks Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis (By Revenue & Volume)
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Electrolyte Drinks Market?
Response: Yes, we do have separate reports and database as mentioned below:

1. North America Electrolyte Drinks Market (2018-2023)
2. South America Electrolyte Drinks Market (2018-2023)
3. Europe Electrolyte Drinks Market (2018-2023)
4. Asia Pacific Electrolyte Drinks Market (2018-2023)
5. Middle East and Africa Electrolyte Drinks Market (2018-2023)
- 6.
7. Hypotonic Electrolyte Drinks Market (2018-2023)
8. Bottles Electrolyte Drinks Market (2018-2023)
9. Powder form Electrolyte Drinks Market (2018-2023)
10. Online Stores Market in Electrolyte Drinks Market (2018-2023)

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3. Find out market shares for other smaller companies or companies which are of interest to you.
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5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain

analysis can be requested for a country or end use segment.

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