

# Energy and Sports Drinks Market Segments, Opportunity, Growth and Forecast, 2019-2026

*Energy and Sports Drinks Market : Global Opportunity Analysis and Industry Forecast, 2019-2026*

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EINPresswire.com/ -- [Energy drinks and sports drinks](#)

are a range of beverages that refill carbohydrates and electrolytes in the body, which are lost during fitness or sports activities.

These drinks are primarily consumed by sports players as they are enriched with sodium, potassium, calcium, magnesium, and chlorides. Energy drinks contain sugar and restorative compounds that provide physical as

well as mental stimulation to consumers. They can be aerated or non-aerated and contain herbal extracts, caffeine, amino acids, and sweeteners. While drinking plain water is a usual solution for hydrating body before any activity, a sports drink provides much needed performance and energy boost during sweaty and excessive workout.

Sports drinks are of three types, namely, hypertonic, hypotonic, and isotonic. These drinks are specially designed to help delaying the fatigue onset while exercising and to help rehydrating athletes after training sessions and competitions. The main target of sports and energy drink is to stimulate fluid absorption, which, in turn, supply carbohydrates to speed rehydration and help body recover after excessive workouts and training sessions. Owing to the instant boost of energy by these drinks, demand for energy and sports drinks is proliferating among millennials. Consuming energy or sports drinks immediately after a longer activity can be advantageous in comparison to plain water, as electrolyte levels get significantly depleted during training session and workouts.

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The popularity of fitness activities such as aerobics and yoga is expected to rise the demand for energy drinks. However, availability of various cost-efficient products such as protein bars and protein shakes in the market is expected to hinder growth of the energy and sports drink market. With the consumers being aware of health and wellness, many global associations are being engaged in organizing marathon events and established players are sponsoring such events. This gives the energy and sports drink market players opportunity to expand their business portfolio and attract customers to consume these products. Consumers in recent decades have started giving notable importance to health and wellness habits and as the demand is increasing, stakeholders are exploring untapped opportunities in the flavoring and fortification section.

Established players are launching specialized drinks for specific sports. One example of such drink is Golazo, which is specifically targeted at soccer players. This drink contains natural ingredients with very low calories. Another such example is GolfAid, a product of LifeAID beverage, which targets the golfers.

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The energy and sports drink market is segmented into nature type, packaging type, distribution channel, and region. On the basis of nature type, it is bifurcated into organic and artificial. On the basis of packaging type it is classified into bottles, metal cans, and aseptic cartons. On the basis of distribution channel it is divided into hypermarkets & supermarkets, convenience stores, specialty stores, and online sales channel. By region, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

Some of the major players operating in the energy and sports drink market are Lucozade Ribena Suntory Limited, NDurance (Private) Limited, The Coca-Cola Company, Unived Healthcare Products Private Limited, Six Pack Nutrition, Musclematic, Hercules Health Cares Pvt. Ltd, Stokely-Van Camp, Inc., Bright Lifecare Pvt. Ltd., Health Oxide, NOVELTY PHARMA GDD SA, DECATHLON SA, and OSHEE.

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#### KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the energy and sports drink market from 2018 to 2026 to identify the prevailing market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the market segmentation assists in determining the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry. The energy and sports drink market players positioning segment facilitates benchmarking while providing a clear understanding of the present position of the key market players.

The report includes analysis of the regional as well as global market, key players, market segments, application areas, and growth strategies.

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