

The USA Sports Drink Industry Anticipated 3.7% CAGR Growth Propelling Demand to US\$ 10.9 Billion by 2033

The sports drink Market in the USA is growing due to increased demand from health-conscious consumers



NEWARK, DELAWARE, UNITED STATES OF AMERICA, October 19, 2023 /EINPresswire.com/ -- As per the latest recent research report by Future Market Insights, total sports drink sales in the USA are estimated to surge at 3.7% CAGR between 2023 and 2033, reaching a value of US\$ 10.9 billion by 2033. In 2023, the [USA sports drink Market](#) is set to be valued at US\$ 7.6 billion.

Over the next ten years, a number of significant factors are expected to drive growth in the sports drink Market in the United States, including the introduction of drinks with an organic foundation, an increase in sports-related activities, and the growing fitness propensities of millennials.

Sports drinks are functional beverages designed to replenish lost fluids, carbohydrates, and electrolytes during physical activity or exertion. The rising popularity of these drinks across the US can be attributed to the rising number of health-conscious consumers who want to get the most out of their workouts.

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The nutritious advantages of sports drinks are expected to continue to drive up consumer demand for them. Protein drinks are the most widely used in the sports drink sector across the USA, and they are expected to support the Market's expansion.

During workouts or activities, branched amino acids and proteins aid to lessen muscular pain and provide the body with rapid energy. Due to the rising demand for sports drinks, food and beverage producers are now showing an interest in the energy drink and sports drink segments.

Several sports drink manufacturers are focusing on innovations and developing natural/organic functional beverages in a wide range of tastes to fulfill customer desire for nutrition. This is

expected to help them to increase their sales as well as expand their customer base.

Companies such as Gatorade and Powerade are introducing new healthy sports drinks with low sugar content and natural ingredients. For example, recently Powerade launched two new zero-sugar sports drink innovations which include Powerade Ultra and Powerade Power Water.

Key Takeaways from Industry Study

The USA sports drink industry is estimated to be valued at US\$ 7.6 billion in 2023.

Based on form, the liquid segment holds a prominent Market share of 82.0% in the USA sports drink industry.

In terms of distribution channels, the store-based retailing sub-segment of the offline category holds around 67.0% share of the USA sports drink industry.

Based on flavor, the flavored segment dominates the USA sports drink industry with a share of about 76.0%.

Consumers in the USA are becoming increasingly concerned with their physical health, which motivates them to participate in sports and increases demand for sports drinks.

"In the longer run, increasing health consciousness and growing popularity of organic sports drinks will create profitable opportunities for Market participants", says a lead analyst at Future Market Insights , Nandini Roy Choudhury, Client Partner at Future Market Insights "

Competitive Landscape

With the increasing penetration of new start-ups, the USA Sports Drink industry is becoming highly competitive. In order to gain a competitive edge in the Market, companies are utilizing strategies such as new product launches, partnerships, mergers, acquisitions, collaborations, and celebrity endorsements.

A few of the leading companies offering sports drinks in the industry include Gatorade, Powerade, Body Armor, Monster Hydro, Aquarius, Melaleuca, Bulletproof FAT water, Honest Sport, Muscle Milk, Stamina, and Hammer Nutrition HEED.

Get More Valuable Insights

Future Market Insights, in its new offering, provides an unbiased analysis of the Sports Drink presenting historical demand data (2018 to 2022) and forecast statistics for the period from 2023 to 2033.

The study incorporates compelling insights on the USA Sports Drink industry based on product type (isotonic, hypotonic, hypertonic), distribution channel (offline, online retail), flavor (unflavored, flavored), form (powdered, liquid), packaging material (metal, pet/plastic, glass).

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Given Below are the USA Sports Drink Industry Segments:

By Product Type:

Isotonic
Hypotonic
Hypertonic

By Distribution Channel:

Offline
Online Retail

By Flavour:

Unflavored
Flavored
Citrus.
Berries
Mocha
Pomegranate
Apple
Mint
Blends (Mix)
Cola
Watermelon
Others

By Form:

Powdered
Liquid

By Packaging Material:

Metal
PET/Plastic

Glass

Author by:

Nandini Roy Choudhury (Client Partner for Food & Beverages at Future Market Insights, Inc.) has 7+ years of management consulting experience. She advises Market leaders and explores off-the-eye opportunities and challenges. She puts processes and operating models in place to support their business objectives.

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