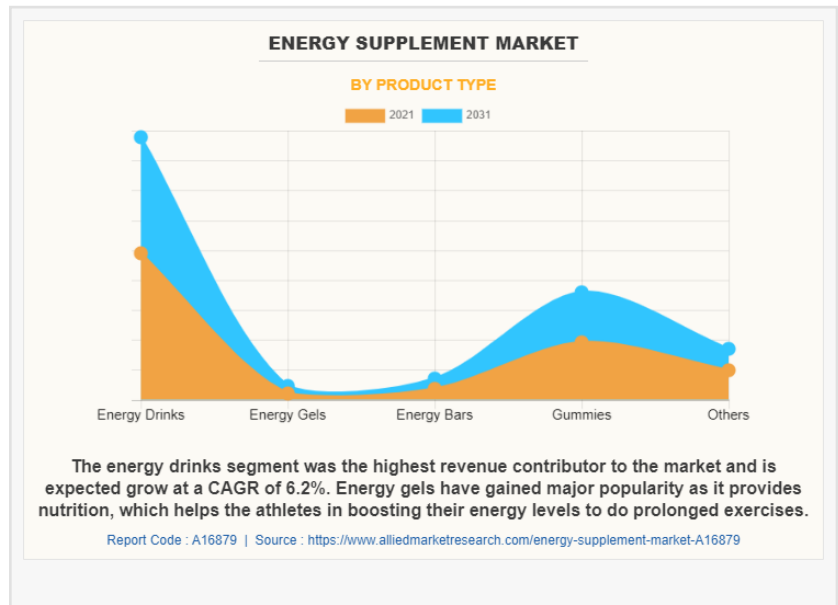


Energy Supplement Market Surges: A Decade of Growth and Innovation 2031 | NuGo Nutrition, Quest Nutrition, Kind LLC

WILMINGTON, DE, UNITED STATES,
December 30, 2024 /

EINPresswire.com/ -- [Global Energy Supplement Market Size](#) was valued at \$83.5 billion in 2021, and is estimated to reach \$152.5 billion by 2031, growing at a CAGR of 6.4% from 2022 to 2031.

Increase in health consciousness along with change in consumer lifestyle and rise in awareness toward health wellness products are expected to fuel the market growth during forecast period. Growing popularity for the instant energy booster products among teenagers is further supplements the growth of the market.



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Energy drinks and gels are specialized nutrition products that are designed to boost performance. An energy drink is a beverage that is marketed as being able to improve mental clarity and physical performance and contains high concentrations of a stimulant ingredient typically caffeine along with sugar and frequent supplements, such as vitamins or carnitine. It has gained popularity owing to changes in consumer preference toward the consumption of energy drinks and a healthy lifestyle. Fruit flavors are majorly preferred over other flavors such as chocolate as they provide a natural taste. And are the most natural source of nutrients. Fruits contain a variety of nutrients that are good for health, which is one of the main reasons why there is an increasing demand for them in energy drinks and bar products.

Owing to the nature of the energy supplement sector, there are opportunities for small and mid-sized businesses to make investments there. Stakeholders intend to invest and expand their businesses by developing new products as the varied companies that control the food industry

have a restricted reach.

Small and medium-sized businesses (SMEs) can benefit from premium energy drinks, bars, and other dietary supplements. In addition, a number of businesses focus solely on the creation and marketing of items for energy supplements. Moreover, developing nations such as China and India are placing a lot of emphasis on made-in-country initiatives, which has fueled an increase in the number of small and mid-sized food production facilities. As a result, the market for energy supplements grows faster.

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Region wise, the North America Energy supplement market is expected to witness significant growth at a CAGR of 5.8% during the forecast period. The rise in demand for functional food, energy drinks, meal replacements, and on-the-go snacking is driving the energy supplement market growth in North America. The penetration of sports nutrition is higher among those aged 18-50 years. The demand for nutrition products is being driven by an increase in the number of gym-going and fitness-conscious people who want to stay healthy and fit. Thus, above-mentioned factors are likely to support the growth of the energy supplement market during the forecast period.

The players operating in the energy supplement industry have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include Herbalife international of Brighter Foods Ltd, Kind LLC, McKee Foods Corporation, NuGo Nutrition, Premier Nutrition Inc, Probar LLC, Quest Nutrition, The Kellogg Company, AriZona Beverage Co., Living Essentials, LLC, National Beverage Corp., Rockstar, Inc., Suntory Holdings Limited, and The Coca-Cola Company.

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David Correa

Allied Market Research

+1 800-792-5285

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