

Sports & Energy Drinks Market is estimated to be US\$ 193.22 billion by 2030 with a CAGR of 7.6% during the forecast period

Sports & Energy Drinks Market accounted for US\$ 93.3 billion in 2020 and is estimated to be US\$ 193.22 billion by 2030 and is anticipated to register a CAGR of 7.6%. Energy drinks claim to boost energy, aid weight loss, increase endurance, and sharpen focus. Caffeine is the key ingredient in energy drinks. They may also contain guarana plant extract (which is related to caffeine), the amino acid taurine, sugar, and vitamins. Monster, Red Bull, and Rockstar are just a few examples of energy beverages. After physical exertion, sports drinks are used to replace water (rehydrate) and electrolytes lost through sweating. Electrolytes are minerals including potassium, calcium, sodium, and magnesium that help to maintain the body's fluid equilibrium. Sweating causes you to lose water and electrolytes. Sports drinks can help replenish carbohydrate used by the body during physical activity.

Key Highlights:

- In October 2021, The world's largest brewer, AB InBev, based in Belgium, has launched 'Budweiser Beats' in India. Budweiser's energy drink is the company's first in any market.
- In July 2021, A look at some of the newest retail sports and energy drinks to hit the shelves. PepsiCo teamed up with NBA legend LeBron James to introduce MTN DEW RISE ENERGY, a new six-term range, this spring.

Analyst View:

The worldwide sports and energy drinks market is being driven by the growing popularity of sports and energy drinks among consumers. Female consumers are typically diet-conscious and choose calorie-free beverages, which is expected to drive market growth in the future. Young people are especially drawn to sports and energy drinks, and the market's growth is likely to be fueled by ongoing innovation in the flavour of these beverages. The use of natural components in sports and energy drinks is steadily increasing, which is boosting the target market growth. However, fraudulent promises made by a few vendors concerning sports drinks may limit the growth of the global sports and energy drinks market.

To know the upcoming trends and insights prevalent in this market, click the link below:

https://www.prophecymarketinsights.com/market_insight/Global-Sports-Energy-Drinks-Market-1128

Key Market Insights from the report:

Global Sports & Energy Drinks Market accounted for US\$ 93.3 billion in 2020 and is estimated to be US\$ 193.22 billion by 2030 and is anticipated to register a CAGR of 7.6%. Global Sports & Energy Drinks market is segmented into product, distribution channel and region.

- Based on Product, the Global Sports & Energy Drinks Market is segmented into Dark Energy Drinks & Sports Drinks.

- Based on Distribution Channel, the Global Sports & Energy Drinks Market is segmented into Hypermarkets/Supermarkets, On-trade, Convenience stores, Independent retailers.
- By Region, the Global Sports & Energy Drinks Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

Competitive Landscape & their strategies of Global Sports & Energy Drinks Market:

The key players in the global Sports & Energy Drinks market includes Monster Beverage Corporation, The Coca-Cola Co., PepsiCo, Inc., Red Bull Company Limited, All Sport, Inc., Labrada Bodybuilding Nutrition, Inc., Pacific Health Laboratories, Inc., Rockstar, Inc., CytoSport, Inc., Trend Food International, Labrada Nutrition Co.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.