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Global Sports Drinks Market (Size of
\$17,076 Million in 2015) to Witness
8.1% CAGR During 2016 – 2022

 enquiry@psmarketresearch.com

 www.psmarketresearch.com

The global sports drinks market is expected to grow at a CAGR of 8.1% during 2016-2022. Among the various product types, the isotonic segment held the largest share in the global sports drinks market in 2015.

The up surge in the level of urbanization has been propelling consumer demand in all domains. Their changing lifestyle is encouraging them to adopt healthy drink habits. This is also driving the demand for sports nutrition products including the sports drinks, such as protein drinks, non-protein drinks and herbal drinks. The shift in consumer trend is also encouraging the sports drinks manufacturers to evolve new products that can suffice people to attain their health goals faster. Africa and Asia are regions with fastest rate of urbanization. According to a report by United Nations, the urbanization level for all of the global regions will be above 50% by 2050.

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The developed countries such as the U.S. and countries in Europe are the major markets for sports drinks products, due to their high disposable incomes; however, the emerging economies in Asia-Pacific are expected to be major growth drivers for the market during the forecast period. The low awareness in the developing countries as compared to the western markets is the key reason for less market share of eastern countries in the global sports drinks market. Moreover, the low disposable income of consumers and use of products limited only to elite class people have also been hindering the growth of the market earlier.

However, with the increase in consumers' disposable income and growing level of awareness in Asia-Pacific about the benefits of sports drinks products are expected to provide significant growth opportunity to the market.

The distribution channels play an important role in the development of sports drinks market. The penetration of large format retail including supermarkets and hypermarkets, and online shopping for groceries has been increasing, especially in the developing countries which are also augmenting the growth of the consumer food and beverage industry. The large format retail offer products at cheap prices, as compared to other types of retail. On the other hand, the online channels provide convenience to consumers. Shopping at modern retail is beneficial for both types of consumers, who have less time for shopping and are price sensitive. The increasing disposable income of consumers in the developing countries has been encouraging them for bulk purchase of groceries, including sports drinks at supermarkets and hypermarkets.

The information and data in the publication “Global Sports Drinks Market Size, Share, Development, Growth and Demand Forecast to 2022” represent the research and analysis of data from various primary and secondary sources. Bottom-up approach has been used to calculate the global sports drinks market by type, packaging, application and distribution channel. P&S Market Research analysts and consultants interact with leading companies of the concerned domain to substantiate every value of data presented in the report. The company bases its primary research on discussions with prominent professionals and analysts in the industry, which is followed by informed and detailed, online and offline research.

The major companies operating in the global sports drinks market include Glanbia Plc, PepsiCo Inc., The Coca Cola Company, Monster Beverage Company, and ClifBar, MusclePharm Corporation.



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