

The US Functional Drinks Market:  
Analysis By Type (Energy Drinks, Sports  
Drinks, and Nutraceutical Drinks), By  
Distribution Channel (Supermarket &  
Hypermarket, Specialty Stores, E-  
Commerce, and Others) Size and Trends  
with Impact of COVID-19 and Forecast  
up to 2028

June 2023



# The US Functional Drinks Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

Company Profiling

# The US Functional Drinks Market: Coverage

## Scope of the Report

Attributes	Details
Title	The US Functional Drinks Market: Analysis By Type (Energy Drinks, Sports Drinks, and Nutraceutical Drinks), By Distribution Channel (Supermarket & Hypermarket, Specialty Stores, E-Commerce, and Others) Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	North America
Regional Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Consolidated
Key Players	The Coca-Cola Company, PepsiCo, Inc., Glanbia Plc., Mondelez International Inc. (Clif Bar & Company), Nestlé S.A., Keurig Dr Pepper Inc., Campbell Soup Company, Paine Schwartz Partners (Suja Life, LLC), Red Bull GmbH, and GT's Living Foods

# The US Functional Drinks Market: Coverage

## Executive Summary

Functional drinks are a category of beverages that contain health-promoting ingredients, such as vitamins, minerals, herbs, or probiotics, and are formulated to serve a specific health function. These drinks aim to provide additional health benefits beyond basic hydration and nutrition, such as boosting energy, improving digestion, enhancing cognitive function, or supporting immune health. The growing preference for functional drinks, laden with health-enhancing ingredients, reflects the rising health consciousness among consumers, who are attracted by their ability to improve health, performance, and cognition, and appreciate the variety that includes options like energy, sports, and nutraceutical drinks to suit diverse dietary needs and preferences. The US functional drinks market in 2022 stood at US\$45.32 billion, and is likely to reach US\$71.84 billion by 2028.

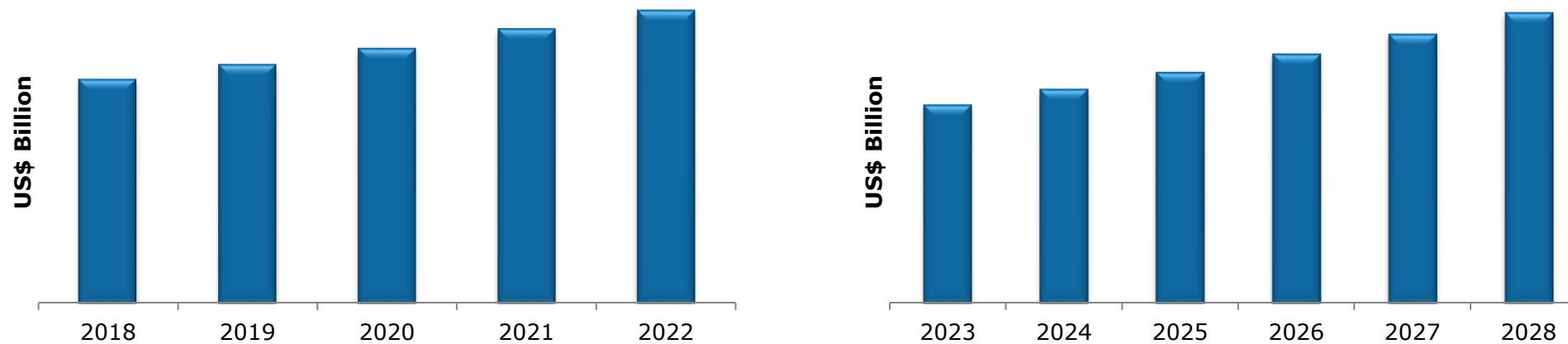
The functional drinks market can be segmented on the basis of type (energy drinks, sports drinks, and nutraceutical drinks), and distribution channel (supermarket & hypermarket, specialty stores, e-commerce, and others). On the basis of type, in 2022, the energy functional drinks segment holds the largest market share due to their widespread use for immediate energy boosts, improved physical performance, and enhanced concentration, appealing to a diverse demographic including students, athletes, and working professionals.

The COVID-19 pandemic has fostered a favorable environment for the US functional drinks market by triggering an increased consumer focus on health, wellness, and immunity. This surge in demand has been further amplified by a shift towards online shopping due to pandemic precautions, solidifying the e-commerce sector's position as a vital distribution channel for functional beverages. Therefore, despite the global health crisis, the US functional drinks market has demonstrated notable resilience and adaptability, with factors such as heightened health consciousness, changing consumer behaviors, and product innovation anticipated to sustain market growth and shape its future trajectory post-pandemic.

The US functional drinks market has increased in 2022 and projections are made that the market would rise in the next five years i.e. 2023-2028 tremendously. The increasing health consciousness of millennials and Gen Z, comprising a significant proportion of the US population, has substantially driven the demand for functional drinks, shaping market innovation and growth. Further, the market is expected to grow owing to rapid urbanization, aging population, social media influence, rise of e-commerce, athletic performance and recovery, increased awareness of health risks, etc. in recent years, yet the market faces some challenges such as regulatory compliance, consumer trust and education, etc.

# Functional Drinks Market: The US Analysis

## The US Functional Drinks Market by Value

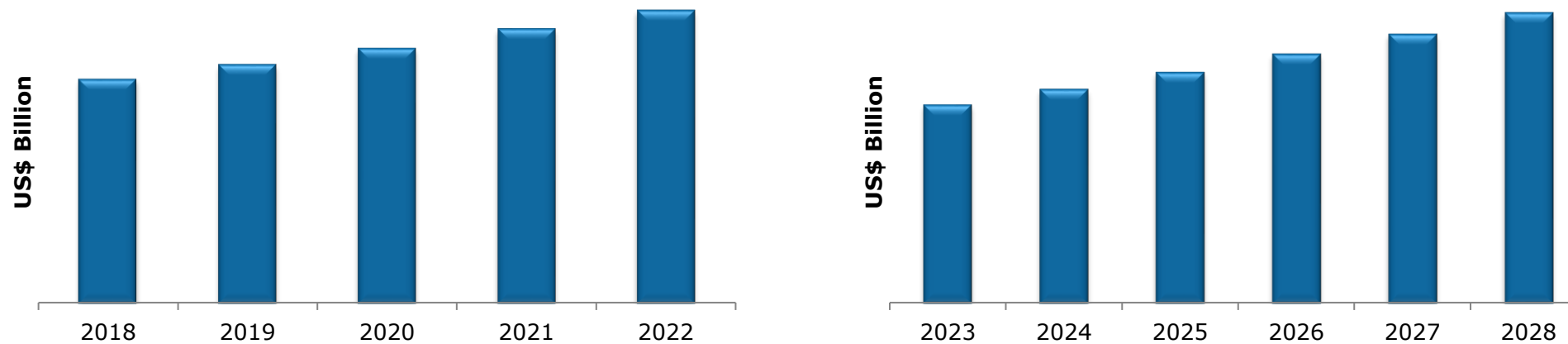


CAGRs	
2018-2022	xx%
2023-2028	xx%

The US functional drinks market valued at US\$... billion in 2022, increased as compared to US\$... billion in 2021. The market exhibits a surge at a CAGR of ...% during 2018 and 2022. The US functional drinks market is anticipated to reach up to US\$... billion by 2028, at a CAGR of ....%, from US\$... billion in 2023.

# Functional Drinks Market: The US Analysis

## The US Functional Drinks Market by Volume

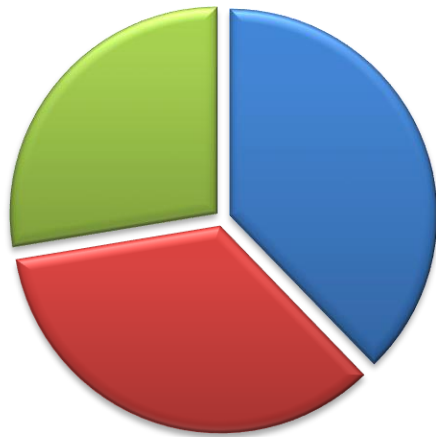


CAGR	
2018-2022	xx%
2023-2028	xx%

The volume of the US functional drinks market grew from ..... billion liters in 2021 to ..... billion liters in 2022, demonstrating a CAGR of ....% over the period from 2018 to 2022. The volume of the US functional drinks market is anticipated to grow to ..... billion liters by 2028, from ..... billion liters in 2023. The market is expected to grow at a CAGR of ..... % over the projected period of 2023-2028.

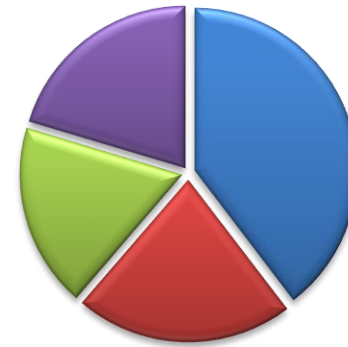
# Functional Drinks Market: The US Analysis

## The US Functional Drinks Market by Type; 2022



Type	Share
Energy Drinks	xx%
Sports Drinks	xx%
Nutraceutical Drinks	xx%

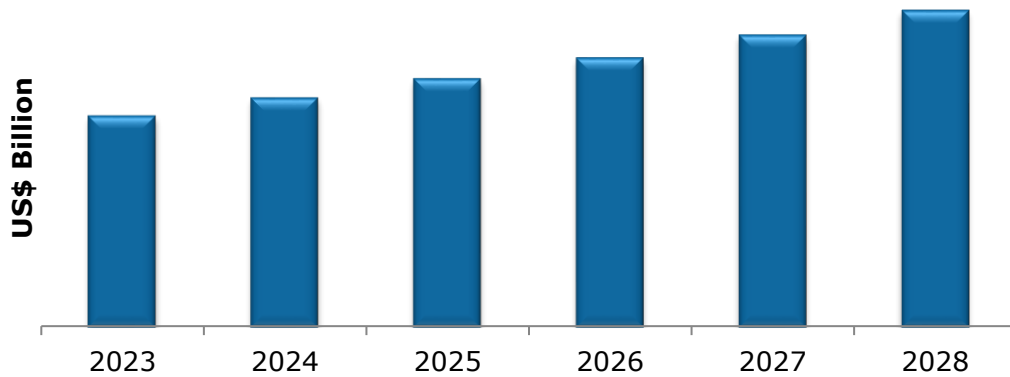
## The US Functional Drinks Market by Distribution Channel; 2022



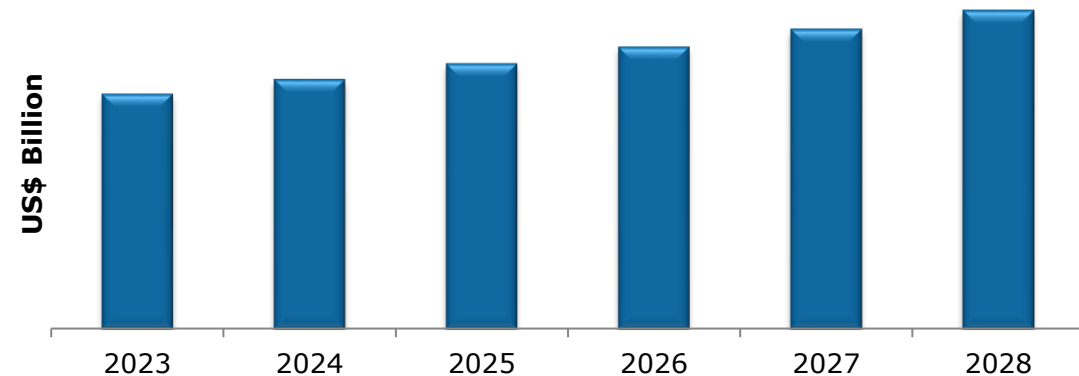
Distribution Channel	Share
Supermarket & Hypermarket	xx%
Specialty Stores	xx%
E-Commerce	xx%
Others	

# The US Functional Drinks Market: Type Analysis

## The US Energy Functional Drinks Market by Value



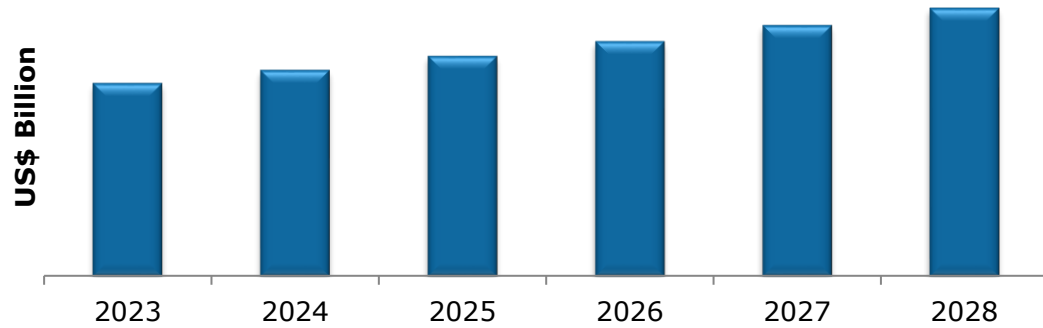
## The US Sports Functional Drinks Market by Value



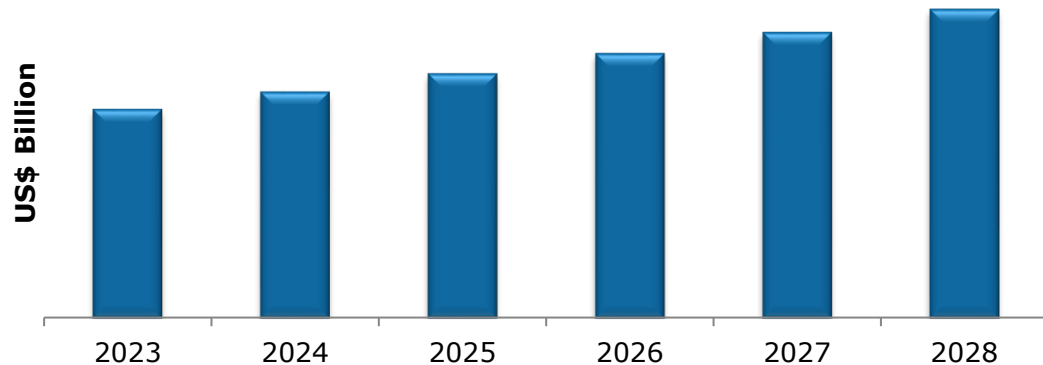
Type	CAGR
	(2023-2028 )
Energy Drinks	xx%
Sports Drinks	xx%
Nutraceutical Drinks	xx%

# The US Functional Drinks Market: Distribution Channel Analysis

## The US Supermarket & Hypermarket Functional Drinks Market by Value



## The US Specialty Stores Functional Drinks Market by Value



Distribution Channel	CAGR
	(2023-2028)
Supermarket & Hypermarket	xx%
Specialty Stores	xx%
E-Commerce	xx%
Others	xx%

# The US Functional Drinks Market: Dynamics



# The US Functional Drinks Market: Competitive Landscape

## Players Profiled

- The Coca-Cola Company
- PepsiCo, Inc.
- Glanbia Plc.
- Mondelez International Inc. (Clif Bar & Company)
- Nestlé S.A.
- Keurig Dr Pepper Inc.
- Campbell Soup Company
- Paine Schwartz Partners (Suja Life, LLC)
- Red Bull GmbH
- GT's Living Foods

The US Functional Drinks Players by Market Share; 2022 (Percentage,%)

