



Euromonitor
International

Sports Drinks in Australia

November 2025

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Sports Drinks in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing demand for hydration with rising participation in sport and exercise

INDUSTRY PERFORMANCE

Sports drinks experience steady growth driven by consumer lifestyles

Strong growth for reduced sugar isotonic sports drinks

WHAT'S NEXT?

Sports drinks forecast to maintain growth as consumers demand functional beverages

Sustainability to influence consumer purchasing decisions over the forecast period

Product innovation to be reliant on providing consumers with functional benefits

COMPETITIVE LANDSCAPE

Leader investing in local production capabilities

Gatorade focuses on flavour innovation, convenience channels and refining price-pack architecture

CHANNELS

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Revival of convenience retailing

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Persistent economic challenges

Functional beverages and health need states drive premium growth

Working to add value

WHAT'S NEXT?

Recovery in consumer spending to support growth

Health and wellness to be a key influence on innovation

Ongoing expansion of e-commerce

COMPETITIVE LANDSCAPE

Coca-Cola Europacific Partners remains the largest player

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Supermarkets plays key role in the shopping habits of Australian consumers

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