



TAL 797 – Seminário

Data 24/07/2024

TRENDS AND INNOVATIONS IN THE ISOTONIC BEVERAGE MARKET

Pós-graduando: Mirla Aniele Ferreira Mergulhão

Orientador: Márcia Cristina Teixeira Ribeiro Vidigal (DTA)

Nível: (X) MS () DS

Awareness of the importance of physical exercise for health and quality of life, along with the pursuit of better body composition and physical conditioning, has led to significant lifestyle changes among the population. This is reflected in the increased participation in sports and the growing popularity of endurance events worldwide. Consequently, the demand for supplements that meet the specific needs of this audience is also rising, aiming to optimize results, improve performance, provide carbohydrates, rehydrate, and replenish electrolytes. Isotonic drinks play an essential role in this context, as they are designed to replenish water, carbohydrates, and electrolytes lost during prolonged exercise. According to forecasts for the sports drink market in the Middle East, the sector is expected to grow globally from 2024 to 2030, with a compound annual growth rate (CAGR) of 4.55%. In this market, isotonic drinks stand out as the preferred choice, accounting for 56.95% of market value share. As people become more concerned with health, there is also an increasing demand for healthier and more sustainable foods with a lower environmental impact in the medium and long term. In this scenario, the need for innovation in isotonic formulations arises to meet consumer demands. Among these innovations and trends in the sector, we can mention isotonic drinks based on organic grape juice and formulations with natural ingredients, including coconut water, bee honey, and extracts of watermelon, coconut, and hibiscus. Additionally, buttermilk, a by-product of the dairy industry, is an alternative for isotonic drink formulation, as it contains high-quality proteins, essential vitamins, and minerals, adding nutritional value to the product, as well as being a sustainable solution that contributes to reducing the environmental impacts caused by its disposal.

Referências bibliográficas:

BENDAALI, Y. et al. Isotonic drinks based on organic grape juice and naturally flavored with herb and spice extracts. **Beverages**, v. 9, n. 2, p. 49, 2023.

GONZALES, S. L. et al. Elaboração de pães com adição de soro de manteiga. **Ambiência**, v. 5, n. 3, p. 391-399, 2009.

KARIYAWASAM, K. P. et al. Development of Two Types of Isotonic Beverages with Functional Attributes Using Natural and Synthetic Ingredients. **Ceylon Journal of Science**, v. 53, n. 2, p. 183-192, 2024.

MALABARBA, G. B. **Estudo sobre o processo decisório de compra de suplementos alimentares por praticantes de atividades físicas**. 2017.

Mordor Intelligence Research & Advisory. **Tamanho do mercado Bebidas esportivas do Oriente Médio ANÁLISE DE PARTICIPAÇÃO - TENDÊNCIAS DE CRESCIMENTO E PREVISÕES ATÉ 2030**. Disponível em: < <https://www.mordorintelligence.com/pt/industry-reports/middle-east-sport-drinks-market> > Acesso em: 15 jul. 2024.

PFRIMER, R. T. **Desenvolvimento e avaliação de bebida láctea fermentada acrescida de leite e saborizada com polpa de cagaita (Eugenia dysenterica)**. 2018. 91 f. Dissertação (Mestrado em Ciência Animal), Universidade Federal de Goiás, Goiânia, 2018.

RAIZEL, R. et al. Sports and energy drinks: Aspects to consider. In: **Sports and Energy Drink**. Publicação Woodhead, p. 1-37, 2019.

VITALE, K.; GETZIN, A. Nutrition and supplement Update for the Endurance Athlete: Review and recommendations. **Nutrients**, v. 11, n. 6, p. 1289, 2019.

Orientador (a)

Orientado(a)