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YouTube Wellness Sponsorship Report, Q3 2026

7,134 sponsored videos · 312 brands · 34.8% from energy drinks

Influencer Advisory counted 7,134 sponsored YouTube videos from drinks and supplement brands, posted from July 1 to September 30, 2026. That is about 1 in 13 of all the sponsored videos in our record. Energy drinks and powders were behind 34.8% of them, against 16.5% in the same months of 2025, led by Gamer Supps with 1,248 videos and G Fuel with 504. Electrolytes went from 13.5% to 8.8% and greens powders from 12.4% to 6.4%. Of the 2,553 brand and creator pairs on this shelf that made a video together in the spring, 43% made another in the summer.

What we found

Energy drinks took a third of the shelf. Energy drinks and powders went from 16.5% to 34.8% of the shelf's sponsored videos. Gamer Supps sponsored 1,248 and G Fuel 504.

One brand made about 1 in 6 of them. Gamer Supps alone was behind 17.5% of the shelf's sponsored videos. The top 10 brands held 41% of all its brand placements.

Electrolytes lost ground. Electrolytes went from 13.5% to 8.8%. LMNT, the biggest, went from 6.5% of the shelf's videos to 2.6%.

Greens powders fell by about half. Greens went from 12.4% to 6.4%. AG1 went from 3.7% of the shelf's videos to 2.4%.

Sleep and calm lost about three quarters of its share. Sleep and calm went from 3.7% to 1.0%. Beam, its biggest brand, sponsored 42 videos.

Gut health held its place. Gut health was 7.6%, against 7.2% a year before. ZBiotics (127) and Dose (126) led it.

Few shelf brands stop at one video. Only 63 of the 312 brands (20%) sponsored exactly one video in the quarter.

Close to half of creator deals got another video. Of the 2,553 brand and creator pairs from the spring, 43% made another video together in the summer.

Creators who stay make most of the videos. Since January 2025, 52% of brand and creator pairs made one video. The 32% that made three or more hold 78% of the videos.

Most of these videos sell with a code. 86% of the videos where we read the call to action named a code, a coupon or a promo.

Kinds of drinks and supplements, this year and last

Each kind's share of the shelf's sponsored videos, July to September, with its three biggest brands this year.

Kind	Biggest brands	Q3 2026	Q3 2025
Energy drinks and powders	Gamer Supps, G Fuel, Holy	34.8%	16.5%
Protein and meal shakes	Huel, Cowboy Colostrum, Momentous	12.1%	15.6%
Electrolytes	LMNT, Liquid I.V., Ultima Replenisher	8.8%	13.5%
Gym and sports supplements	Gorilla Mind, 1Up Nutrition, Legion Athletics	8.5%	10.2%
Gut health	ZBiotics, Dose, BiOptimizers	7.6%	7.2%
Longevity	Oxford Natural, OneSkin, Timeline	6.4%	4.8%
Greens powders	AG1, Balance of Nature, Paleovalley	6.4%	12.4%
Vitamins	Grüns, ARMRA, Ritual	6.2%	10.4%
Brain and focus	MUD\WTR	3.4%	5.2%
Hair and skin	Nutrafol, Brightcore, The Collagen Co	2.7%	2.5%
Women's health	Needed, Perelel	1.6%	1.8%
Sleep and calm	Beam	1.0%	3.7%

The top 20 drinks and supplement sponsors, Q3 2026

Sponsored videos posted July to September 2026, and the same months of 2025. Share is the brand's part of all the shelf's sponsored videos that quarter.

#	Brand	Kind	Videos	Share	Videos 2025	Share 2025
1	Gamer Supps	Energy drinks and powders	1,248	17.5%	248	7.2%
2	G Fuel	Energy drinks and powders	504	7.1%	99	2.9%
3	Holy	Energy drinks and powders	303	4.2%	29	0.8%
4	LMNT	Electrolytes	186	2.6%	224	6.5%
5	Huel	Protein and meal shakes	172	2.4%	98	2.8%
6	AG1	Greens powders	170	2.4%	127	3.7%
7	Oxford Natural	Longevity	139	1.9%	0	0.0%
8	Men Go To Mars	Men's health	131	1.8%	0	0.0%
9	ZBiotics	Gut health	127	1.8%	62	1.8%
10	Dose	Gut health	126	1.8%	11	0.3%
11	Advanced GG	Energy drinks and powders	114	1.6%	32	0.9%
12	Lean	Weight loss	105	1.5%	13	0.4%
13	OneSkin	Longevity	104	1.5%	32	0.9%
14	Grüns	Vitamins	95	1.3%	38	1.1%
15	Nutrafol	Hair and skin	95	1.3%	35	1.0%
16	Gorilla Mind	Gym and sports supplements	94	1.3%	22	0.6%
17	DUBBY	Energy drinks and powders	91	1.3%	3	0.1%
18	Cowboy Colostrum	Protein and meal shakes	89	1.2%	6	0.2%
19	BiOptimizers	Gut health	88	1.2%	44	1.3%
20	Liquid I.V.	Electrolytes	88	1.2%	79	2.3%

How we counted

Where the videos come from

Influencer Advisory keeps a record of sponsored YouTube videos. Each row is one video and the brand our system found paying for it, with the link and the code the creator gave.

This report uses that record and nothing else. No survey and no numbers from other reports.

Which brands count

The shelf is the 1,625 drinks and supplement brands on our wellness brand list, each sorted into one kind. We left out alcohol, cannabis and hemp, shops that sell many brands, clinics, devices, and brands we could not sort.

A video counts for a brand when its link goes to the brand's own site, or, when no site was recorded, when it names the brand. A few brands' own shops looked like link pages to our system, like Holy's UK shop, and we gave those videos back to the brand by hand.

What counts as one video

A video is one YouTube link. A video that names two brands from this shelf counts once in the total and once for each brand. Rows where a creator only credits a brand, without being paid by it, are left out.

A brand placement is one brand in one video. The quarter had 7,591 of them across 7,134 videos.

Dates

A video belongs to the day it was posted. This quarter is July 1 to September 30, 2026. The year before is July 1 to September 30, 2025. The spring is April 1 to June 30, 2026.

Why we compare shares, not counts

Our record grows every month as we follow more channels. This shelf has 7,134 videos this quarter against 3,455 a year before, and most of that gap is our record growing, not the market.

So every comparison with last year is a share: a kind's videos as a part of all the shelf's videos in the same quarter.

The same channels, both years

To check that a change is not just us following new channels, we counted again on only the channels that had sponsored videos in both years. Energy still went from 15.6% to 26.8%, electrolytes from 15.1% to 10.6% and greens from 13.6% to 9.4%.

Protein looks lower this year (15.6% to 12.1%), but on those channels it was about the same (14.7% to 14.0%), so we do not call it a fall. On those channels the whole shelf was 7.3% of sponsored videos a year before and 7.6% this year.

Big numbers come from many channels

We checked every brand in the top 20 and every brand named in a table. No single channel made more than 32% of any top 20 brand's videos this quarter.

Kinds with too few videos

A kind needs at least 50 videos in both years before we show how its share moved. Four kinds had fewer, so they are not in the kinds table: Men's health, Weight loss, Other drinks, Coffee and tea.

Codes

The code share is over the 5,813 videos where we read the call to action. A code, a coupon or a promo counts.

What the numbers do not show

What a brand paid. A video is a video here, whether it cost $500 or $50,000. Our 2026 YouTube Creator Rates Report covers prices.

Every drinks and supplement brand. Only brands on our wellness brand list are counted. A brand that is not on it is not in these numbers.

Every sponsored video on YouTube. We find sponsored videos on the channels we follow, which is a large part of YouTube but not all of it.

Other platforms. TikTok, Instagram and podcasts are not in this report.

Whether it worked. Views, clicks and sales from these videos are not shown.

Read the Q3 2026 YouTube Sponsorship Report for every kind of sponsor.

For what creators charge, read the 2026 YouTube Creator Rates Report.

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