

Sports Drinks in France

Market Direction | 2022-11-16 | 33 pages | Euromonitor

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Report description:

2022 had been expected to be the year in which sports drinks saw a full recovery to pre-pandemic sales levels. The full lifting of France's remaining COVID-19 restrictions in spring 2022, the resumption of endurance competitions (running, cycling etc) and the total reopening of gyms all pointed towards strong growth, but this did not come to fruition. The category has enjoyed steady growth in off-trade volume terms in 2022, but it was not sufficient to offset the sharp drop in sales seen in 2020...

Euromonitor International's Sports Drinks in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sports Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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