

## **Sports Drinks in Italy**

Market Direction | 2022-11-15 | 35 pages | Euromonitor

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### **Report description:**

Following a slump in 2020, due to conditions arising from the COVID-19 crisis, both volume and value sales of sports drinks saw healthy growth for the second consecutive year in 2022. During the pandemic, successive lockdowns and other movement restrictions, including the closure of gyms, sports clubs and fitness centres served to reduce demand for these products. However, sports drinks rebounded in 2021, a trend that continued into 2022. Demand was boosted by a return to out-of-home activities,...

Euromonitor International's Sports Drinks in Italy 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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Rising competition from other soft drinks dampens appeal of sports drinks

Energade gains share at the expense of Gatorade, which suffers from supply chain issues

#### PROSPECTS AND OPPORTUNITIES

Return to outdoor activities and expected hot summer weather will boost sales of sports drinks

Increased competition expected in the form of perceived healthier offerings

Global sporting events present opportunities to boost awareness and grow sales

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