

## **Sports Drinks in Canada**

Market Direction | 2022-11-28 | 26 pages | Euromonitor

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### **Report description:**

As sports drinks consumption in Canada is highly seasonal, the arrival of the pandemic in the warmer weather months, when there is the most opportunity for sports drinks, has had a large impact on the product area. The cancellations of sports events, closures of gyms and reduced visits to the shops strongly decreased impulse purchases and consumption and gave manufacturers fewer opportunities to promote their products. As such, on-trade volumes experienced a sharp decline in 2020. However, as Ca...

Euromonitor International's Sports Drinks in Canada 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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Millennials continue to be the target audience of sports drinks in Canada

PepsiCo Beverages continues to dominate with its leading brand Gatorade

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