

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.

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Table of Contents:

Sports Drinks in Canada
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List Of Contents And Tables

SPORTS DRINKS IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Off-trade sales slow in 2022

Millennials continue to be the target audience of sports drinks in Canada

PepsiCo Beverages continues to dominate with its leading brand Gatorade

PROSPECTS AND OPPORTUNITIES

Energy drinks with functional properties provide an area for growth in 2023 and beyond

Smaller players continue to innovate in sports drinks

Sports drinks likely to see growing competition from functional bottled water

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

SOFT DRINKS IN CANADA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Canada

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SOURCES

Summary 1 Research Sources

Sports Drinks in Canada

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

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