

Sports Drinks in the Netherlands

Market Direction | 2022-11-29 | 28 pages | Euromonitor

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Report description:

Sports drinks has seen a steady decline in consumption throughout the review period with the category particularly hit hard by the lack of sporting events and closure of sports centres during the pandemic. In 2022 however sports drinks will witness a strong recovery in both off-trade and on-trade volume sales as consumers return to sports and outdoor activities and purchase category items to boost their energy and performance. Furthermore, given that the pandemic has created a greater focus on h...

Euromonitor International's Sports Drinks in Netherlands 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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Euromonitor International
November 2022

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Manufacturers aim to add value by communicating hydration properties

United Soft Drinks maintains lead through active promotion and marketing strategies

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