

## **Sports Drinks in the Philippines**

Market Direction | 2022-11-28 | 27 pages | Euromonitor

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### **Report description:**

Restrictions continued to thwart consumers' desire to attend gyms, sports clubs, or other fitness centres in 2021, leading to a further off-trade volume decline. In areas where gyms were allowed to operate, a limit of 30% capacity was imposed, highly hampering exercise activity amongst previous gym fans. In addition, under heightened restrictions, operating gyms was forbidden, eliminating sales via this channel. 2021 continued to be challenging for sports events organisers because social distanc...

Euromonitor International's Sports Drinks in Philippines 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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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sports drinks rises as gyms reopen and sports events resume in 2022

On-trade sales are back on track, and Pepsi launches new no-sugar variant, G no Sugar in 2022

Players persist in move to PET bottles as Pepsi boosts bottling capacity through new Batangas plant

#### PROSPECTS AND OPPORTUNITIES

Development to focus on functional benefits and low-sugar variants

At-home fitness trend looks set to stay for several consumers

E-commerce to make greater gains over the forecast period, while progress in supermarkets will push players to hasten switch to PET bottles

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