

Sports Drinks in Austria

Market Direction | 2022-12-07 | 28 pages | Euromonitor

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Report description:

Consumers became more health aware during the outbreak of COVID-19, resulting in intensified efforts to improve fitness, health and wellbeing. In addition, Austrian consumers tend to pursue generally active lifestyles, with activities such as hiking, running, cycling and skiing/snowboarding in the winter being popular pastimes. An increasing number of Austrians are also working out at gyms. While the overall proportion of Austrians who are gym members remains low by Western European standards, n...

Euromonitor International's Sports Drinks in Austria 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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