

Sports Drinks in Denmark

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Report description:

During 2020, the closure of gyms, sports clubs and fitness centres resulted in a spike in training and working out at home, while new outdoor activities such as cycling came to the fore as people looked for alternatives to gym workouts. However, these trends were not positive for sales of sports drinks, a category of products that are more commonly associated with gyms rather than working out at home. This led to growth in the popularity of tap water and bottled water at the expense of sports dr...

Euromonitor International's Sports Drinks in Denmark 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

The reopening of gyms, sports clubs and fitness centres benefits sales of sports drinks

Blurring boundaries as soft drinks faces competition from other categories that increasingly feature fortification and functionality

Manufacturers respond to the health and wellness trend by launching reduced sugar/no sugar products and a range of other healthy claims

PROSPECTS AND OPPORTUNITIES

Manufacturers increasingly target mainstream consumers rather than solely professional sportspeople by widening the distribution of sports drinks

Category expansion and further product segmentation stimulates consumer interest and widens the consumer base

Industry players invest in new packaging to make their products more convenient to use when engaging in sport

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