

Sports Drinks in Ecuador

Market Direction | 2022-12-09 | 23 pages | Euromonitor

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Report description:

Gatorade has lost significant retail volume and value share to Sporade and Powerade in the review period. As the most expensive sports drink in Ecuador, Gatorade is losing appeal as consumers switch to more affordable options which often provide much better value for money. Although the country is undergoing a clear economic recovery, consumers have become thriftier and are seeking out better deals and quality sports drinks at a lower price. This growing consumer preference for cheaper and afford...

Euromonitor International's Sports Drinks in Ecuador 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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Sport drinks thrive as consumers take up more sports activities

Concern about sugar is increasing, but remains niche

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Continuous innovation will allow the category to stay relevant

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