

Sports Drinks in Estonia

Market Direction | 2022-12-13 | 26 pages | Euromonitor

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Report description:

The sports drinks market increased in both volume and value terms in 2022 due to the rising number of Estonians engaging in sporting activities as they seek to lead healthier lifestyles, particularly in the wake of the COVID-19 pandemic. These drinks reportedly contain certain macronutrients that play a key role in hydrating and improving performance. They are also designed to improve mental health and prevent joint pain.

Euromonitor International's Sports Drinks in Estonia 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.

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Euromonitor International
December 2022

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SPORTS DRINKS IN ESTONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthier lifestyle contributes to growth of sports drinks in 2022

Per capita consumption of sports drinks is increasing

A Le Coq AS leads thanks to its product variety, innovation and domestic origin

PROSPECTS AND OPPORTUNITIES

Increasingly active lifestyles will support future growth of sports drinks

Functional bottled water poses a threat, but sports drinks players can rise to the challenge

A Le Coq will continue to perform well

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SOFT DRINKS IN ESTONIA

EXECUTIVE SUMMARY

Soft drinks increases in value and volume in 2022, with healthier and more natural products contributing to growth

Reduced sugar soft drinks increasingly popular with rising health consciousness

A Le Coq AS leads soft drinks, closely followed by Coca-Cola HBC Eesti AS

E-commerce benefits from the rising popularity of convenient online shopping

Foodservice sales of soft drinks increase with the lifting of pandemic restrictions

Health and wellness trend will continue to influence the market's performance

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