

## **Sports Drinks in Finland**

Market Direction | 2022-12-08 | 28 pages | Euromonitor

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### **Report description:**

Sports drinks is posting positive volume sales growth in both the on-trade and the off-trade in 2022. However, although sports drinks is boosted by the popularity of athletics and some new product entries, it still suffers from lack of visibility, product variety and specificity, meaning that the products are regarded as being designed for sports enthusiasts only. As such, sports drinks remains a tiny category within soft drinks in Finland. In 2022 sales are supported as consumers are returning...

Euromonitor International's Sports Drinks in Finland 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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Hybrid trend poses threat from other soft drinks categories

Coca-Cola and Hartwall lead as competition from energy drinks intensifies

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More marketing investment needed if players in sports drinks are to make a stronger impact

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