

## **Sports Drinks in Hungary**

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

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### **Report description:**

The closure of gyms and cancellation of sporting events during COVID-19 stalled growth in sports drinks, but post-COVID mobility saw the category gain momentum in early 2022 as these venues reopened and local consumers resumed sporting activity in an attempt to shed extra weight gained during lockdown.

Euromonitor International's Sports Drinks in Hungary 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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Reinvigoration of sports drinks in Hungary is hampered by rampant inflation

Reduced and zero-sugar formulas gain traction as health consciousness continues to rise

Coca-Cola faces increased competition from rivals in 2022 as brand diversification gathers pace

#### PROSPECTS AND OPPORTUNITIES

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