

Sports Drinks in Ireland

Market Direction | 2022-12-13 | 29 pages | Euromonitor

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Report description:

A notable off-trade value decline was seen by sports drinks in 2020, due to COVID-19 lockdowns and restrictions, which led to the closure of most sports-related venues and a reduction in activities such as team sports. However, 2021 saw a double-digit increase in off-trade value sales of sports drinks, but even so, this is not expected to prevent another year of double-digit growth in 2022. However, a large part of the rise in 2022 is likely to be a result of inflation-driven price rises, with o...

Euromonitor International's Sports Drinks in Ireland 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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Lucozade Sport remains the leader in both regular and reduced sugar sports drinks

On-the-go consumption helps smaller retailers to gain share

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