

## **Sports Drinks in New Zealand**

Market Direction | 2022-12-06 | 28 pages | Euromonitor

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### **Report description:**

With the notable exception of Auckland in the latter half of 2021, the COVID-19 pandemic did not result in especially tough restrictions on the movements of New Zealanders. Although a large proportion of people shifted to working from home arrangements, and although attending foodservice establishments was discouraged, they were still able to participate in an exercise regime. Working from home also meant that their capacity to exercise was enhanced, as they were able to utilise the time they wo...

Euromonitor International's Sports Drinks in New Zealand 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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Euromonitor International  
December 2022

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Health-conscious New Zealanders exercise, stimulating sales of sports drinks

Growth in reduced sugar sports drinks boosted by new product launches

Powerade continues to dominate sports drinks in New Zealand

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar sports drinks to expand the appeal of the category, preventing it from returning to decline

Growth in sports drinks fuelled by post-pandemic workouts

Powerade Active Water expands the appeal of sports drinks to "everyone"

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