

Sports Drinks in Taiwan

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Report description:

Off-trade volume sales of sport drinks recorded a static performance throughout the majority of the review period, a trend that continued into 2022. While retail volume sales saw an upturn in 2021, due to a consumer shift towards perceived "healthier" beverages, this went against the generally downward trend. This was in spite of the marketing efforts of the leading manufacturers, which sought to tap into consumers' increasingly healthier lifestyles. For example, the number one leading brand Sup...

Euromonitor International's Sports Drinks in Taiwan 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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2022 DEVELOPMENTS

Sluggish performance for sports drinks, despite launch of "healthier" options by the leading players

Manufacturers collaborate with top athletes to widen their consumer base

Pocari gets imaginative with marketing campaigns

PROSPECTS AND OPPORTUNITIES

Growth will be restricted by slow return to pre-pandemic behaviours, as well as negative image of sports drinks

Reduced sugar options to drive growth, in view of increasing competition from coconut water

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