

Sports Drinks in the US

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Report description:

The sports drinks category in the US represents an excellent example of the pricing challenges faced by the wider beverages industry over the last two years. Gatorade, the leading brand of sports drinks in the US, was particularly impacted by supply chain issues in 2020/2021, with reported shortages in PET packaging materials and production issues leading to national out-of-stocks for some popular flavours. According to Euromonitor International's median pricing index, the prices of sports drink...

Euromonitor International's Sports Drinks in USA 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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Pricing challenges are still not hindering innovation

Category blurring broadens the competitive landscape

Strong category performance leads to new entrants, but less shelf space

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Pricing will continue to drive high value growth

Shift to functional focus could reshape the category

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