

## **Sports Drinks in Vietnam**

Market Direction | 2022-12-05 | 29 pages | Euromonitor

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### **Report description:**

Sports drinks registered accelerated growth in volume terms in 2022, following the lifting of pandemic-related social distancing measures at the beginning the year, which saw consumers return to gyms, sports clubs and fitness centres, as well as participating in large sporting events, such as marathons and cycling competitions. This led to the partial recovery of on-trade sales, which had declined in 2020 and 2021. By contrast, retail sales in sports drinks continued to see healthy growth during...

Euromonitor International's Sports Drinks in Vietnam 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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International players dominate sports drinks, with both 7-Up Revive and Pocari Sweat seeing their share increase

Convenience stores and retail e-commerce grow in importance

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