

Sports Drinks in Georgia

Market Direction | 2022-12-22 | 22 pages | Euromonitor

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Report description:

Sports drinks are seeing a recovery in retail volume sales as Georgians return to more active lifestyles after the COVID-19 pandemic. Healthy lifestyles are attractive among young and middle-aged consumers who are actively engaged in various kinds of sports and were keen to return to the gym post pandemic. Consumer awareness regarding sports drinks is low but growing in Georgia, however volume growth is growing from a small base. At present, the category is not even perceived as an essential ite...

Euromonitor International's Sports Drinks in Georgia 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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Restricted brand choice and availability limits growth prospects

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