

Sports Drinks in Latvia

Market Direction | 2022-12-22 | 26 pages | Euromonitor

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Report description:

Sports drinks is an emerging category in Latvia. It had been registering strong growth from a low base until the onset of the pandemic, when sales stagnated. During the 2020 lockdowns, gyms and sports clubs all had to close, which negated demand for sports drinks. In 2022, the full reopening of society enabled the sports drinks category to experience high growth in retail volume terms. Moreover, the category is only available via the off-trade, with no on-trade sales recorded during the review p...

Euromonitor International's Sports Drinks in Latvia 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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SPORTS DRINKS IN LATVIA

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2022 DEVELOPMENTS

Strong growth in off-trade volume terms as society reopens and people engage in sporting activities once again

Consolidated competitive landscape led by Mega Baltic and its Oshee brand

A positive reputation and growing interest in health boosts sales of sports drinks

PROSPECTS AND OPPORTUNITIES

Increased sporting activity drives demand and volume sales

Sport drinks remains unavailable via the on-trade due to category immaturity

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