

Sports Drinks in North Macedonia

Market Direction | 2022-12-22 | 27 pages | Euromonitor

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Report description:

In 2020, sports drinks experienced a negative impact from the COVID-19 pandemic as the closure of gyms and sports facilities reduced consumer demand for exercise- or recovery-boosting options. Although many athletes and sports enthusiasts continued to exercise in their homes, this was not enough to prevent a decline in sales as most sports drinks are purchased spontaneously. The off-trade sales decline continued in 2021 (in both current value and volume terms), albeit at a softer rate than seen...

Euromonitor International's Sports Drinks in North Macedonia 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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