

Sports Drinks in Peru

Market Direction | 2022-12-20 | 26 pages | Euromonitor

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Report description:

Sports drinks saw static growth in 2022, following the dynamic performance of the previous year. With the easing of COVID-19 related restrictions in 2021, there was a strong desire to find opportunities to exercise outside of the home, which helped to expand the audience for sports drinks. In an effort to get fitter, more people took up activities such as hiking, walking and cycling, which resulted in demand vastly exceeding the level recorded before the start of the pandemic. While these habits...

Euromonitor International's Sports Drinks in Peru 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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Producers attempt to widen consumer base for sports drinks

Sporade continues to lead concentrated market

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