

## **Sports Drinks in Slovakia**

Market Direction | 2022-12-21 | 27 pages | Euromonitor

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### **Report description:**

As with other subcategories within soft drinks, rising average current unit prices have hampered volume sales of sports drinks in Slovakia in 2022 to some extent, as local consumers restrict spending on non-essential products. In addition, new packaging legislation which requires refundable deposits on PET bottles and metal cans has also applied upwards pressure on the price of sports drinks. Although the deposit is small (EUR0.15 per unit), the legislation has encouraged many local consumers to...

Euromonitor International's Sports Drinks in Slovakia 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.

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December 2022

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Sports drinks faces challenges from increased unit prices and recycling legislation in 2022

Cross-category competition from powder concentrates poses a significant threat to sports drinks in Slovakia

Private label benefits from increased price sensitivity, while larger retail outlets offer wide varieties

#### PROSPECTS AND OPPORTUNITIES

Concerns about obesity levels may benefit volume sales of sports drinks over the forecast period

Weakened purchasing power offers scope for growth in private label, but brands will increasingly seek to differentiate

Recycled and recyclable packaging will become more widely visible across sports drinks in the years ahead

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