

## **Sports Drinks in Poland**

Market Direction | 2023-01-16 | 28 pages | Euromonitor

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### **Report description:**

Sports drinks is an emerging product area and in 2022, it registered volume growth, though volume growth was not as high as the previous year when volume growth was in the double-digits, as Polish society opened up post pandemic lockdowns. Volume growth was also dampened by significant price rises, due to the war in neighbouring Ukraine, which triggered an energy crisis, which in turn led to spiralling inflation. However, sports drinks are not as impacted by the sugar tax as there is a lower tax...

Euromonitor International's Sports Drinks in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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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Euromonitor International  
January 2023

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