

Sports Drinks in Portugal

Market Direction | 2023-12-07 | 27 pages | Euromonitor

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Report description:

The growing pursuit of healthier lifestyles has been leading to an increase in sports practice in the country, boosting the consumption of sports drinks. The already prominent health and wellness trend received a boost from the experiences of the COVID-19 crisis, both because of concerns about the immediate threat from the disease and because of awareness of the poor diets and sedentary lifestyles associated with periods of lockdown. In particular, the crisis reinforced concerns about obesity, w...

Euromonitor International's Sports Drinks in Portugal 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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2023 DEVELOPMENTS

Sports drinks is one of the top performers, driven by an increased interest in exercise

Rising inflation led some consumers to trade down to private label options

Coca-Cola's Aquarius reinforces its leading position being top of mind for consumers

PROSPECTS AND OPPORTUNITIES

Sports drinks continue driving growth amidst growing competition

Innovation to focus on rising trends, offering reduced sugar and functional ingredients

No major changes in the competitive environment as Coca-Cola retains its lead

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