

Sports Drinks in Spain

Market Direction | 2023-12-04 | 33 pages | Euromonitor

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Report description:

Sports drinks in Spain is set to record a positive year in 2023. This was evidenced by the fact that Aquarius from Cia Servicios de Bebidas Refrescantes SL (Coca-Cola) - the category leader in Spain - reported strong growth in the first months of the year. Favourable comparisons could be made with the previous year, in particular in out-of-home locations. Overall, in the on-trade channel volume sales are set to approach the pre-pandemic level, whilst value sales in this channel are also expected...

Euromonitor International's Sports Drinks in Spain 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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SPORTS DRINKS IN SPAIN

KEY DATA FINDINGS

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Positive performance in both channels, despite a challenging operating environment

Launch of Prime a boost for the category

Innovation and new product development seen within sports drinks

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Growth expected as sports drinks benefits from the health and wellness trend

Need to distinguish sports drinks from other products with functional qualities

Private label offers expected to develop

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