

## **Sports Drinks in the Philippines**

Market Direction | 2023-12-06 | 27 pages | Euromonitor

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### **Report description:**

Sports drinks saw minimal growth in volume terms in 2023, despite the health and wellness trend. This was due to intensified competition from other types of soft drinks, such as functional bottled water, which were seen as healthier sources of hydration. Nevertheless, the revival of fitness and sporting activities provided opportunities for the leading players to invest more heavily in marketing promotions, with social media emerging as the dominant communication channel. This was especially true...

Euromonitor International's Sports Drinks in Philippines 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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Reduced-sugar sports drinks remain a niche product, despite high level of marketing activity

Foodservice contributes to volume demand

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