

## **Sports Drinks in Croatia**

Market Direction | 2023-12-18 | 25 pages | Euromonitor

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### **Report description:**

Sports drinks is expected to register continuing healthy volume growth in what is an emerging product area. With consumers increasingly looking to be healthier and more active, this is driving volume growth of sports drinks. There is also a cohort of consumers that also buy sports drinks as a nutritious drink, even though they are not participating in sports. This is in spite of sports drinks being more expensive than many other soft drinks offerings.

Euromonitor International's Sports Drinks in Croatia 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.

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