

## **Sports Drinks in New Zealand**

Market Direction | 2023-12-20 | 29 pages | Euromonitor

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### **Report description:**

2023 was the first year since 2019 in which New Zealand was largely free of COVID-19 restrictions, with no movement or gathering restrictions in place and the border fully open. As such, the year saw the full resumption of winter and summer sports, as well as the return of multi-sport and health and wellness events such as marathons. All of this, combined with a renewed focus on broader health and wellness, continues to see New Zealanders engage in sports and fitness activities, which has helped...

Euromonitor International's Sports Drinks in New Zealand 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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