

Sports Drinks in Romania

Market Direction | 2023-12-18 | 27 pages | Euromonitor

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Report description:

Following a decline in sales due to the outbreak of COVID-19 in 2020, sports drinks continued to gain ground in 2023, posting increased off-trade volume and value sales. With no restrictions in place, Romanians have become more willing to engage in sports activities and consume related products. In addition, due to the outbreak of COVID-19, consumers have become more interested in health and wellness and are now aware of the benefits of products like sports drinks. Romanians now have a more info...

Euromonitor International's Sports Drinks in Romania 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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