

Sports Drinks in Singapore

Market Direction | 2023-12-22 | 31 pages | Euromonitor

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Report description:

Sports drinks in Singapore is set to record another year of positive total volume growth in 2023, benefiting from the full-scale hosting of various sporting events and the resumption of community running clubs across the island. Leading sports drinks brand 100 Plus collaborated with the renowned Standard Chartered Singapore Marathon (SCSM) in December 2023, which attracts participants from over 70 countries worldwide. While the turnout for SCSM in 2023 reached its highest level since the pandemi...

Euromonitor International's Sports Drinks in Singapore 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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2023 DEVELOPMENTS

Volume growth in sports drinks supported by the return to hosting sporting events and community activities

Government health associations continue to focus on sugar reduction in beverages, including sports drinks

Movement of sports drinks beyond hydration to target other need states

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