

## **Sports Drinks in Sweden**

Market Direction | 2023-12-18 | 26 pages | Euromonitor

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### **Report description:**

Off- and on-trade volume sales of sports drinks fell during 2023. The category was hampered by low company engagement and a lack of new launches. Only a few sports drinks were available widely, which also limited purchases of such products. All sports drinks available in the market were also quite high in sugar, which put off many Swedish consumers, who were more likely to buy other types of beverages for hydration purposes. Nonetheless, off- and on-trade volume sales fell at a much slower rate...

Euromonitor International's Sports Drinks in Sweden 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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