

## **Sports Drinks in Taiwan**

Market Direction | 2023-12-21 | 27 pages | Euromonitor

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### **Report description:**

Off-trade volume growth for sports drinks in 2023 was up markedly on that recorded in 2022. This improvement was partly explained by the success of reduced sugar and sugar-free options introduced towards the end of the review period, which have helped to give the entire category a healthier image. Buoyant demand also reflected the fact that concerns surrounding COVID-19 have recently made many more people in Taiwan inclined to regularly partake in sports and fitness activities. Additionally, wit...

Euromonitor International's Sports Drinks in Taiwan 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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Rising average temperatures continue to broaden appeal of sports drinks

Super Supau and Pocari Sweat remain the clear leaders as competition intensifies

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More players likely to launch packs that provide greater convenience and portability

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