

Sports Drinks in Ukraine

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

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Report description:

Sports drinks was already a niche even before the pandemic, but what sales did exist registered heavy losses following Russia's invasion in early 2022. Many men joined the armed forces in response to the invasion and as such were forced to give up their usual sports activities. Furthermore, sports drinks are seen as a non-essential luxury and therefore as consumer incomes became restricted demand fell, with consumers shifting to more affordable alternatives. The category saw a partial recovery i...

Euromonitor International's Sports Drinks in Ukraine 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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Little change in the competitive landscape

Metal cans on the rise but sports drinks remains limited due to a lack of promotion or innovation

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