

Sports Drinks in Austria

Market Direction | 2024-01-09 | 27 pages | Euromonitor

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Report description:

COVID-19 boosted consumer's health consciousness and increased attempts to be more proactive about staying healthy and fit. When consumers were able and confident to spend more time away from home, many enhanced exercise routines outdoors and went to the gyms more frequently. This drove demand for products that supported their health and fitness goals, such as sports drinks. In response to rising health interest, manufacturers focused on marketing sports drinks to raise awareness while increasin...

Euromonitor International's Sports Drinks in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Reduced sugar sports drinks remain expensive and limited

Key players sponsor sports events to grow brand awareness

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