

## **Sports Drinks in Mexico**

Market Direction | 2024-01-12 | 30 pages | Euromonitor

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### **Report description:**

The aftermath of the pandemic resulted in a notable shift in consumer preferences towards products that emphasise health and wellbeing within various foods and beverages. This change has reverberated across various product categories, notably impacting sports drinks in terms of both its value and volume size. However, beverages featuring electrolytes, having demonstrated an exceptional performance in recent years, directly compete with sports drinks, resulting in a fall in sales for the latter i...

Euromonitor International's Sports Drinks in Mexico 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.

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