

## **Sports Drinks in Switzerland**

Market Direction | 2024-01-10 | 28 pages | Euromonitor

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### **Report description:**

The gradual return to pre-pandemic patterns of mobility, including the recovery of gym visits, helped to sustain modest growth in off-trade volume sales of sports drinks in 2023. Growth was further supported by the continued rise in the popularity of outdoor activities, including hiking and cycling, notably in mountain areas. However, the wet summer weather experienced in parts of Switzerland in 2023, alongside the continued recovery of global tourism (at the expense of domestic travel), had a n...

Euromonitor International's Sports Drinks in Switzerland 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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Euromonitor International  
January 2024

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Lack of innovation hinders sales

Dominance of global players hinders presence of private label

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Competition will heat up, with mate emerging as popular energy-boosting ingredient

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