

## **Sports Drinks in Uruguay**

Market Direction | 2024-01-23 | 23 pages | Euromonitor

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### **Report description:**

Sports drinks is experiencing continuous growth, stimulated by the prevailing health and fitness lifestyle trend and exacerbated by the recent tap water crisis. Following the COVID-19 crisis, sales of sports drinks have shown robust retail volume growth for the third consecutive year. On-trade sales have rebounded to pre-pandemic levels, driven by the resurgence of on-the-go consumption, return to workplaces, and revival of exercise habits. Consumers increasingly view sports drinks as a standard...

Euromonitor International's Sports Drinks in Uruguay 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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