

Sports Drinks in France

Market Direction | 2023-11-30 | 33 pages | Euromonitor

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Report description:

Sports events piled up towards the end of the review period, which was good news for sports drinks at first sight. The men's FIFA World Cup for football in Qatar at the end of 2022 had a positive impact on the category, with France reaching the final and thus generating a very high TV audience in the country. In addition, there was the FIFA women's football World Cup in 2023 and the rugby World Cup during the autumn of the same year, which was held in France and also had an incredible domestic a...

Euromonitor International's Sports Drinks in France 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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Sports drinks post modest volume growth in 2023 despite many sports events

Lack of support and competition from other soft drinks

Powerade leads in a concentrated competitive landscape

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More private label in sports superstores, maybe less in vending inside gyms

More sustainable products expected in terms of recipes and packaging

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