

Sports Drinks in India

Market Direction | 2024-04-23 | 29 pages | Euromonitor

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Report description:

With mobility returning to pre-pandemic levels, there has been a noticeable increase in on-the-go consumption, driven by a resurgence in socialising among the younger generation, thereby driving off-trade demand for sports drinks in India. Various events, including sports, entertainment and auto shows, have resumed as usual. In addition, schools and colleges have welcomed students back to their premises after prolonged home seclusion.

Euromonitor International's Sports Drinks in India 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.

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Euromonitor International
August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Gatorade leads the way in boosting off-trade sales through on-the-go consumption

Coca-Cola targets volume share by extending accessible option to rural consumers

Perception of sports drinks, combined with a lack of reduced sugar alternatives, limits category's potential

PROSPECTS AND OPPORTUNITIES

Coca-Cola's mass marketing will hinder the competition's ability to increase prices during the forecast period

Post-pandemic period presents an opportune moment for launch of healthier variants

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