

Sports Drinks in China

Market Direction | 2024-11-11 | 32 pages | Euromonitor

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Report description:

Continuing the trend seen from 2021, sports drinks in China is set to maintain significant off-trade volume and current value growth in 2024, although with slower growth rates. As various outdoor sports are gaining popularity in China, consumer awareness of and demand for sports drinks have further increased. This demand has expanded beyond outdoor sports to encompass a wider range of athletic and everyday scenarios. Over the past year or two, consumers have maintained a strong enthusiasm for ac...

Euromonitor International's Sports Drinks in China 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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