

**Sports Drinks in the United Kingdom**

Market Direction | 2024-11-13 | 32 pages | Euromonitor

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**Report description:**

Following a very positive 2023, sports drinks in the UK is once again experiencing strong volume and current value growth in 2024. Sports drinks is among the fastest-growing categories within soft drinks. As activity in the UK has now returned to pre-pandemic levels, demand for sports drinks is being driven by both off-trade and on-trade channels. The athleisure trend and increased participation in sports activities and marathons are contributing to the category's expansion. Consumers, especially...

Euromonitor International's Sports Drinks in United Kingdom 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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## Table of Contents:

Sports Drinks in the United Kingdom

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### List Of Contents And Tables

#### SPORTS DRINKS IN THE UNITED KINGDOM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

A positive year for sports drinks as category continues to record strong growth

Flavour innovation as a major growth driver of sports drinks

Powerade targets younger consumers' mental health concerns

##### PROSPECTS AND OPPORTUNITIES

Reduced sugar amidst HFSS regulations expected to shape sports drinks

Catering for different consumption occasions and a wider audience

Innovation in packaging and marketing through sustainability

##### CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

#### SOFT DRINKS IN THE UNITED KINGDOM

##### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in the United Kingdom

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SOURCES

Summary 1 Research Sources

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