

## **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, especiall...

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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