

## **Sports Drinks in Hong Kong, China**

Market Direction | 2024-11-19 | 29 pages | Euromonitor

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### **Report description:**

The return of international sporting events, the success of Hong Kong athletes at the Paris 2024 Olympics, and greater participation in sporting activities alongside brand availability are driving the growth of sports drinks in Hong Kong. As active lifestyles and exercise routines resume, consumers are turning to sports drinks to meet their hydration needs. Convenience stores and supermarkets provide easy access to these beverages for immediate refreshment. With new entrants emerging with reduce...

Euromonitor International's Sports Drinks in Hong Kong, 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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