

Sports Drinks in Hungary

Market Direction | 2024-11-19 | 28 pages | Euromonitor

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Report description:

Sports drinks in Hungary continued to see strong off- and on-trade volume and current value growth in 2024, building on the momentum of previous years. Despite the price increases in 2023, the category continued to expand with fast growth, driven largely by still relatively low per capita consumption in Hungary. However, growth was also fuelled by the increasing interest in healthy lifestyles, as more consumers prioritised fitness and nutrition. Additionally, the wider availability of sports dri...

Euromonitor International's Sports Drinks in Hungary 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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SPORTS DRINKS IN HUNGARY

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Marketing focus on sports and fitness to push awareness and demand

Narrowing of the price gap favours brands over private label

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