

Sports Drinks in Peru

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

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Report description:

The high temperatures experienced in 2023 and 2024 have led Peruvians to prioritise hydration, with many adopting more active lifestyles and engaging in exercise to support a healthier life. Sports drinks have become an ideal solution, meeting the demand for hydration while replenishing essential minerals lost through physical exertion. This has significantly driven consumption within the sports drinks category, which has seen considerable expansion across traditional and modern retail channels...

Euromonitor International's Sports Drinks in Peru 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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Innovation in flavours and formats fuels growth in consumption

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